PRINTERS'

INK

A JOURNAL FOR ADVERTISERS 185 Madison Avenue, New York City

VOL CXXXVIII, No.12

NEW YORK, MARCH 24, 1927

OC A COPY

B. A. I. S. 1925 with N. W. Ayer & Sor



"A bit of heaven where the sun goes down"

"Four days beyond the Golden Gate the Hawaiian Islands lift their crests of misty jade above a sparkling sea. Four nights away the orange moon floods Moans Valley with its spell, and the ghosts of gorgeous flowers spread a witchery of perfume in the shadows. Four days away the long combers cream on Waikiki's bar, and golden-skinned young gods and goddesses race shoreward on the surf.

"Someone waits to drape a lei of jasmine on your shoulders. Someone waits to croon, 'Aloha oe,' to echo in your heart for years. Why don't you go and capture your dream? Too often, life shuffles on short-sightedly until the time of dreams has gone. Go now—to Hawaii or the South Seas. Go now—and let the fulfillment of at least one happy voyage remain as a lilting memory forever in your heart—"

This text is from the magazine advertising of the Matson Navigation Company, San Francisco—little tales of the tropics and songs of the sea that are lengthening the passenger lists of the magnificent Malolo, Flying Fish—and her sisters—The Ships That Serve Hawaii.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA
NEW YORK BOSTON CHICAGO SAN PRANCISCO



Copies or "Coverage"?

The Standard Farm Paper Unit is composed of 15 non-duplicating, non-competing mediums, each covering a separate and distinct field—altogether 2,125,000 SEPARATE farm homes.

Moreover each paper has a special meaning and interest to its readers, because it is edited for a definite specific group of farm homes, and serves them by personal contact as well as by letter and in the editorial columns.

When you use the Standard Farm Paper Unit you are sure of reaching the *number* of homes represented by the *total* circulation—2,125,000.

When you use a group of duplicating mediums competing in the attempt to interest alike the farmer in Maine, the farmer in Texas, the Dairy Farmer, the Breeder and all other kinds of farmers, you buy a large volume of copies, yes—but how much coverage?

Several copies in thousands of homes but the question is, how many homes?

Ask us-we have some real information.

See pages 129 to 154 for further particulars

The STANDARD FARM UNIT

One order-one plate-one bill.

WALLACE C. RICHARDSON, Gen'l Manager

Chicago New York
Courtney D. Freeman, Western Mgr.
307 North Michigan Ave.
Willard R. Downing, Eastern Mgr.
250 Park Ave.

San Francisco, Kohl Bldg.

PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter june 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879. Vol., CXXXVIII New York, MARCH 24, 1927

How Modern Selling and Advertising Can Check Unemployment

Reducing Wages and Laying Off Men Should Be Management's Last

Extremity—The First Step Is to Try to Revive Demand

by the Use of Up-to-Date Merchandising Plans

By James J. Davis

THE greatest problem of selling and advertising at the present time has nothing to do with the processes of merchandising or distribution. This problem is not usually studied by sales and advertising managers; yet they are vitally concerned in its successful solution. On its solution depends the profits and prosperity of practically every business concern in the United States and especially those concerns which advertise.

First, in discussing the subject, let us face the facts squarely. am sure that I am safe in saying that all of our practical econo-mists and most of our business men agree that the country's prosperity depends upon the size and stability of the nation's pay-roll. Of the persons gainfully employed in the United States, there are 24,-800,000 actual earners of wagesskilled and semi-skilled workers, laborers and servants. these the people engaged in clerical and kindred work, and we have about 31,500,000 people on a wage or salary basis. When we include all of the others gainfully employed we have a grand total of 41,500,000 people.

This vast army of workers constitutes by far the greater part of the buying public. When this army is employed at good wages there is a strong demand for all

kinds of useful products, but the demand rapidly decreases as the earnings of the people decrease and as they are thrown out of employment.

During the early spring of every year we have more or less unemployment. This year, we are having slightly more than we had last spring; but it is by no means a dangerous indication. My own, and other departments of the Government have long foreseen a falling off in private building operations. In certain sections of the country the supply of dwellings has, in part, caught up with the demand, and a corresponding lessening of building operations in that field may be indicated. However, the slack is being promptly taken up by vast public operations almost everywhere. Millions of dollars of public money have been set aside for this purpose by local, State and Federal Governments. Therefore, we can expect the building trades to employ their fair quota of workers, and all industries directly or indirectly allied with building will profit accordingly.

In some of our industries, this year does not promise to be as good as last year, but our prosperous era should continue. There is an abundance of money at comparatively low rates of interest for every legitimate business en-

Table of Contents on page 242

terprise. One of our most important basic industries, the United States Steel Corporation, has recently been operating at practically full capacity. Hence, we can safely conclude that any indication of business depression is a temporary symptom only. I am convinced that a general recognition of this conclusion would go far toward making this year equally as prosperous as last year.

The solution of the slight readjustment that is taking place is unquestionably one of business management. It is intimately related to employment; and, as I believe I can demonstrate, the complete solution of the problem by the individual manufacturers of the country would result in both a continuation of prosperity and an increase over last year's business.

Many of our manufacturing concerns in various lines have experienced a slight falling off in the demand for their products. Some of them have accumulated stocks. Looking ahead for a month or six weeks, the managers of these companies anticipate a brief period of slow business until stocks can be reduced at the rate of normal demand.

The old method of meeting this condition followed either one of two ways: (1) Efforts were made to reduce wages, or (2) labor was laid off and the factory shut down. But this is not, or at least should not be, the modern business method. It is my contention that modern advertising and merchandising can be utilized to keep labor employed and thereby preserve the demand for merchandise of all kinds.

During the last few years, I have studied all phases of employment, not only in the manufacturing sections of our own country, but in Canada, England and several European countries. From what I have learned, I am convinced that we are dealing with an invariable principle of economic law. I am absolutely convinced, and I think that our industrial experience will prove it to be so, that the old method of laying off

men or reducing wages is bound to bring about a business depression. Our economic condition is such that business management can make of it either a failure or a success. Intelligent management will take full advantage of molern selling and advertising methods and use these practices to keep business on an even keel.

Let us assume that a 'manufacturer who employs 500 skilled and semi-skilled workers is faced with the necessity of adopting one of the two alternatives just mentioned, and I think that the proposition will be more clearly demonstrated if we suppose that he is the only manufacturer in the country who finds it necessary to change his routine of business. He checks up his volume of orders booked and finds a slight falling off from the figures of the same period last year. His stocks on hand are slightly larger than they were a year ago. He estimates that he can supply his normal demand for about six weeks without turning a wheel. So he notifies his 500 workers that, within a few days, he will lay them off for that period, and shut down the factory 'for repairs."

We have not considered the proposition of wage reduction, the two- or three-day week, or the laying off of part of the force; but I want to say that the employment of any of these substitutions will produce results very similar to those I am going to trace.

WHY WORKERS DESERVE HIGH WAGES

Here, also, I want to state that the American manual worker is entitled to the highest possible wage. From an abundance of evidence to prove this claim I shall cite only a few brief facts. In 1850, each man engaged in the production of pig iron turned out an average of twenty-five tons of iron, under the old hand-work methods. In 1904, the average man production was 470 tons; in 1909, it had grown to 671 tons; in 1919, it was 811 tons, and today it amounts to 1,179 tons. Of

927 and esis ent

or ent ern ods eep

acind ith

rly nat he to He

ne

on

at

ry

ne

1e

1e

THE VOICE OF



VILLAGE AMERICA

Sun Maid



is in the Sun Light

AN excellent example of the power of the printed word was recently uncovered in a survey of Christian Herald homes.

We found, in one instance, that Sun Maid Raisins were used in 68% of these Village America homes. 47 other brands of raisins were mentioned.

What does this tell you as a marketer of food products?

Other interesting examples of the preponderance of branded food products in Village America will be gladly furnished upon request.

Christian Herald

Bible House, New York Graham Patterson, Publisher Paul Maynard, Advertising Manager course, this rate of increase is not typical of all industries, but in practically all trades man-production has far outstripped man-pay, and the productiveness of the American factory workers is the wonder of the world. Therefore, since the demand for all factory production so largely depends on the prosperity of the individual worker, it is certainly obvious that an adequate wage should be maintained.

Before reverting to the hypothetical manufacturer who has laid off his force, let me offer the assurance that my statements of what happens under these circumstances are not the result of theoretical reasoning. I am merely going to outline events which I have actually observed in numerous instances, and relate facts, not only from my own experience as a manual worker, but also from my work in organization and business, from many talks with large employers in various parts of the world, and from the innumerable reports which reach my desk.

There are, of course, ethical, humanitarian, social and many other phases of the subject which it is not necessary to discuss here. The economic phase as it relates to the manufacturer is sufficient to prove that in reducing his immediate expense by laying off his force he has made an economic blunder. Ultimately, the expense that he has entailed will be much greater than his saving, and he will find that he has started something that will depress his own business while it has a tendency to demoralize the entire business of the country.

He has relied upon his normal demand to clear away his stock, and I have emphasized the phrase because there is no such thing as normal demand in a condition of this kind. A few days after the layoff, the manufacturer finds that his demand has been mysteriously reduced, and that the reduction is mainly in his nearby markets. These should be his best markets, but this is what has happened:

Within a few hours after he gave notice to his workers, the

word began to circulate that his plant was to be shut down. Soon, workers throughout his section of the country began to hear of it, and their hearts were chilled. Their own plant might be next.

Retrenchment began immediately on the part of hundreds and then thousands of workers. Intended purchases of automobiles, household appliances, radios, books and many luxuries were deferred. The food expense of countless homes was promptly cut to a minimum. The buying power of the entire section in which the manufacturer is located was materially reduced, and the first unfavorable reaction of a vicious circle had taken place.

The manufacturer now decides with some dismay that it will be necessary for him to keep his factory shut down for two, three or four months, instead of six weeks, while he waits for the recovery of the demand which he has been the means of reducing. In the meantime, other manufacturers in various lines in his district have felt the pinch of the reduced demand in their best markets. Some of them shut down promptly, and the local condition is greatly aggravated.

HOW UNEMPLOYMENT NEWS SPREADS

The depressing effect on the workers is spreading enormously. The demand for all kinds of goods, in an ever-widening circle, is checked. Workers hear that men are being laid off in one section of the country, and they fear that their section will be the next. Stocks which were moving steadily begin to move more slowly, and one after another the manufacturers of the country begin to reduce Then we are faced production. with a business depression that lasts until a general demand, reduced to the minimum of necessity, absorbs at a very slow rate the stocks on hand, and then increases at a rate that is far behind the resumption of employment.

Many business men and economists have expressed wonder at (Continued on page 213)

927 his on, of it. led. ext. iteand Ines. ks ed. ess the ıully ad

or he in ve

e,

ıt

y

e

t



Chad Taylor is no left-handed kitchen mechanic

Not by a raft of Rolls-Royces! He's not a bit bored with cylinder boring, and valve-grinding is far from a grind for him. What Chad and his fellow-mechanics don't know about chariots would fit comfortably on a spark-plug point.

Chad is in second-year "Motors" at high school. He's the average of 500,000 up-and-coming near-men who read THE AMERICAN BOY. 80% of these are of high school age and average 15½ to 16 years,

5 feet 4 inches and 115 pounds on the scales.

Many of these chaps are influencing their families to buy cars. Their selling and purchasing impulse won't be denied. Like themselves, it is man-sized. What's more, their enthusiasm holds good for everything else they do and buy. Their clothes are big enough for you. So are their appetites. They run the gamut of buying emotions. Use their heads as well as men do, in picking the best . . . from shaving soap to saxophones!

Start them thinking about your product in the advertising columns of THE AMERICAN BOY. Half a million of them buy through it. Copy received by April 10th will appear in June.

The American Boy

Detroit

Michigan



WHAT do you mean when you say: "He has a commanding personality"—"She has a charming personality"? Read Dr. Watson's article in the March issue of the J. Walter Thompson News Bulletin entitled "The Behaviorist looks at Personality." Free copies of this issue on request.

Personality and the Choice of Personnel

discussed by John B. Watson in three articles of real worth to senior executives

"WE are all dominated by our past and our judgments of other people are always clouded by difficulties in our own personality"—from "The Behaviorist Looks at Personality," in the J. Walter Thompson News Bulletin for March 1927.

The influence of environment in developing men—the nature of the stimuli which rouse workers to new levels of accomplishment—the difficulties to be overcome in estimating the abilities of men—these are among the important subjects touched on in the course of these articles by John B. Watson, Vice President of the J. Walter Thompson Company.

In easily readable form, these articles give some of the most interesting sections of the matter presented in Dr. Watson's various scientific studies of behavioristic psychology—studies based on the work of psychologists in this country and abroad, and in particular on the work done by Dr. Watson himself during the twelve years which he spent at Johns Hopkins University as Professor of Psychology and Director of the Psychological Laboratory.

The second of these articles, "The Behaviorist Looks at Personality" appears in the March issue of the J. Walter Thompson News Bulletin. Complimentary copies of this issue may be had on request.

Other articles in this issue are:

"THE AIMS AND RESPONSIBILITIES OF THE BUSINESS SCHOOL," by Donald Kirk David, Assistant Dean of the Graduate School of Business Administration, Harvard University.

"Some Fundamental Principles of Organization," A review of Paul M. Mazur's "Organization as Applied to Modern Retailing" by Paul T. Cherington, Director of Research, The J. Walter Thompson Company.

	me, New York City
Name	
Address	
City	State

American Woolen Takes Its Fabrics to the Consumer

Starts Campaign Aimed at Inducing Consumers to Call for Clothes Made of American Woolen Trade-Marked Fabrics

HE American Woolen Company launched on March 17 a national advertising and selling plan that represents a radical defrom the customary method of merchandising woolen rics with its trade-mark, so that

outstanding feature of this plan is a consumer advertising drive of sizable national proportions-a campaign aimed at inducing the consumer to call for clothes made of trademarked fabrics produced by the company.

Announcement of such a plan, by one of the largest manufacturers of woolen and worsted fabrics, has created unusual interest not only in the woolen worsted textile field, but throughout the men's wear trade. In both these fields, as well as in advertising and other circles, the move is taken to mean the American Woolen Company is no longer content to wait for business to come to it, as was necessary under the old distribution plan, but is determined to go out after

The consumer phase of the plan calls for monthly fullpage advertisements in a national weekly throughout 1927. The first of these advertisements appeared March 17 and was in the form of an announcement of the company's new advertising and selling plan, so far as it affects the consumer. The announcement was headed with "An Announcement to the Clothing Wearers of America" and stated, in part:

"In order to help those who de-

sire to select better fabrics, as well as to protect tailors and makers of good clothing, the American Woolen Company has identified a few of its staple faband worsted clothing fabrics. The the public may also recognize



AMERICAN WOOLEN HAS BEEN URGED TO ADVERTISE FOR MANY YEARS-THIS IS THE FIRST OF THE CONSUMER COPY

them. Among these fabrics are: American Woolen Company's Bankers' Grey-Serge-Cheviot-Unfinished Worsted!

As the announcement explained, the mission of the consumer advertising is to acquaint the public with a group of these fabrics. Subsequent copy will feature them, extolling their durability, variety of colors and weaves, etc. copy will bear coupons which the consumer can use in requesting

••

-theCirculation of The Des Moines Register and Tribune-Capital is now considerably in excess of two hundred thousand copies daily

e: d,

n, iy ie ie

M

sample cards showing swatches of the advertised fabrics. It will sell style, appearance, etc., instead of mere cloth.

Further, the consumer copy will hold out the trade-mark of the company as a sure means of identifying the fabrics. This trade-mark, which is reproduced in practically all the company's acvertising, shows the head of a ram in a circle, with an outer circle bearing the company's name. As an example of the trade-mark tie-up, across the bottom of the initial announcement the following phrase was used: "Look for the trade-mark of the American Woolen Company which appears on the reverse side of the fabric."

All the consumer advertising will have tailor and clothing dealer tie-ups, too. For instance, in the lower right-hand corner of the original announcement was the message: "Your tailor will show you these fabrics or will get them for you from his jobber. Your local dealer can secure clothing made of these fabrics from his manufacturer."

The trade press will be depended upon to reach the cutter-up and the retail clothier. Full-page messages will be run frequently in four leading men's wear publications. These will urge the cutter-up and the retail dealer to push the fabrics featured.

Still another medium, direct mail, will be used for custom tailors throughout the country and jobbers who supply this branch of the trade. An elaborate broadside has been prepared covering a period of six months. Large-size letters and follow-up letters will be used to introduce the plan and to follow it through carefully.

Obviously, the most unusual phase of the plan is its departure from the established textile fabrics distribution method of the manufacturer concerning himself only with the people who make his fabrics into various articles and not with the actual consumer. Other textile manufacturers have taken a somewhat similar step. But most of these make up the products which they advertise, while the American Woolen Company

will attempt to sell its fabrics as made up into clothing by somebody else.

Hickok Plans Spring Newspaper Campaign

Newspaper rotogravure advertising will be used in forty-one cities in a spring campaign on Hickok belta and buckles to be conducted by the Hickok Mansfacturing Company, Rochester. N. Y. The campaign will continue over May, June and July and, during this period, five 672-line advertisements will appear in each city.

This advertising is in addition to the Hickok magazine advertising. The Carter Advertising Agency, New York, directs the Hickok account.

American Tobacco Reports Record Net Income

The American Tobacco Company, New York, reports a net income for the year ended December 31, 1926, of 322,499, 648, after Féderal taxes and charges. This establishes a new record in the company's earnings. It compares with a net income of \$22,238,919 in 1925 and \$20,784,869 in 1924.

Frigidaire and Delco Light Appoint J. M. Handley, Jr.

John M. Handley, Jr., for some time associated with the Paris office of Erwin. Wasey & Company, has been appointed general European advertising manager for Frigidaire and Delco Light, with headquarters in Paris, effective April I.

F. H. Camp Appointed by Armour & Co.

F. H. Camp has been made ales manager of the sand paper division of Armour and Company, Chicago. He was formerly advertising manager of the Log Cabin Products Company, St. Paul, Minn.

W. H. Rankin Elected a Director of Loft, Inc.

William H. Rankin, president of the Wm. H. Rankin Company, New York advertising agency, has been elected a director of Loft, Inc., operator of chain candy stores.

Globe-Wernicke Appoints J. Walter Thompson

The Globe-Wernicke Company. Cincinnati, office equipment, has appointed the J. Walter Thompson Company to direct its advertising account.

MILWAUKEE-First City in Diversity of Industry!

Business Is Good in Milwaukee

ADVERTISERS are finding business conditions erratic in many markets. But in Milwaukee—consistently stable because it is the first American city in diversity of industry—advertisers are "making hay while the sun shines" in a period of dependable prosperity.

The remarkable economic situation here is described in the March issue of The Milwaukee Business Journal, published monthly for all advertisers who are looking to increase sales and cut selling costs.

A line on your business letterhead will bring you this interesting market index regularly.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

WISCONSIN-First State in Value of Dairy Products!

mebody

24, 1927

Vews-

a spring buckles Manu-N. Y. er May,

period, appear to the he Car-York,

orts y, New

he year 22,499, harges, in the with a 25 and

Light
Jr.

te time
Erwin,
pointed
anager
with
pril 1.

sales on of

He er of ipany,

f the York ted a chain

Cininted y to

S

As Conducted by Th



A typical session of The Chicago

THE friendly purpose of the cooking school is to provide a rallying point for the forces that prepare a city's breakfasts, luncheons and dinners—to inspire anew the most ancient and respected of the arts.

As conducted by The Chicago Daily News the winter session cooking school held in February is a momentous event, sharing abundantly in the immense popularity of The Daily News itself. The meetings of the 1927 Cooking School, twelve in number, were, as usual, overflow sessions, though held in the largest suitable halls to be had. The average attendance at the meetings was in excess of 6,000 women.

THE CHICAGO

FIRST INCH

ber

is

cul

Member of The 100,00

Advertising Representatives : NEW YORK J. B. Woodward 110 E. 42d St. Woodward & Kelly 360 N. Michigan Av

Average Daily Net Paid Circuln

Th Chicago Daily News



Daily News 1927 Cooking School

provide

city's

e most

er ses-Daily

School

though

everage

GO

& Kelly

The Chicago Daily News leads in food products advertising because, as reflected in the success of its cooking schools, it is read in the homes of Chicago in the evening when the culinary art is most often discussed and appreciated.

> In 1926 The Chicago Daily News published 964,827 agate lines of food products advertising, which was 118,620 lines more than were carried by the next daily paper.

GODAILY NEWS

CHICAGO

00,00 Group of American Cities

DETROIT Woodward & Kelly Fine Arts Building SAN FRANCISCO

rculon for February, 1927-447,762



Oklahoma is making a fine record!"

ROGER W BABSON ~

As proof of this statement, note the following quotation from Roger W. Babson: "For two years or more Oklahoma's business activity has not failed for a single month to exceed the corresponding month of the preceding year, gains ranging from 10% to 20% or even 30%. At present the margin over the preceding year is about 10% and in view of weakness in other parts of the country we commend Oklahoma as a field for sales."

Manufacturers who have advertised in the Oklahoma Farmer-Stockman during recent months have enjoyed bigger sales and increased profits.

Reports from the Government show Oklahoma as an outstanding leader in prosperity. This sales territory had the greatest per cent gain in 1926 crop values over 1925 of any of the big agricultural states.

In view of the opportunity outlined by Babson and the U. S. Dept. of Agriculture, big profits await you in the Oklahoma farm market. And the one way to get these profits is to go after Oklahoma's farm trade through advertising in the state's only farm paper, the Oklahoma Farmer-Stockman!



Represented by E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Detroit Kansas City Atlanta San Francisco

Six Reasons Why Retailers Should Not Cut Prices

Bulova Explains to Price-Cutting Retailers Just How Much They Harm Themselves When They Fail to Maintain Advertised Prices

By William Scheibel

Sales Promotion Manager, Bulova Watch Company

NE frequent penalty of advertising nationally is that, after one has spent large sums of money to give a product leadership, dealers cut prices and use the branded merchandise for a football.

During the last few years, the Bulova Watch Company has noticed a decrease in this practice with its nationally advertised mer-This favorable change we attribute, in good measure, to the fact that we keep close tab on retailers and act quickly to point out to offending merchants how they slice off their own profits and lessen their chances for ultimate business success by indulging in such cuts.

Reports of reduction in advertised prices on our watches come to us in two ways. Either a competing dealer wires us about his neighbor's action, or we note it in the retail advertising that our clipping bureau turns in. Our procedure, once we get word of price

cutting, is simple.

11-

er

ry

n

ly

ts

et

1-

1800

1. If, for example, a rival retailer telegraphs us that Brown is selling a \$28.50 Bulova watch for \$25, we immediately answer the complainant and thank him for his interest and information. We tell him that, as we are firmly against such cutting of advertised prices, we will attend to the case at once.

Our second step is to instruct the salesman in the territory to call on the merchant as soon as possible to explain our views on

such matters.

The third step is to write the price cutter a letter direct from our main office. This letter can be divided roughly into five sections:

(a) We tell the offending dealer that reliable information reached us about his prices or that in our clippings from all over the United States we found he had priced a \$28.50 watch at \$25.

(b) We see that he is selling at prices not the same as our regular ones. (We do not say cut prices, so he never can feature our letter in his window to prove to the world that "even the manufacturer admits I cut his prices.")

(c) We are sorry to hear or see this, because it does harm to the prestige of our product and undermines the national advertising campaign that in 1927 is to cost

approximately \$300,000.

(d) We say that the primary reason for such expensive adver-tising is to make it easy for all our jewelers to get the full retail price for their merchandise.

(e) We conclude by telling him that when he undersells he throws

away part of his profit.

If that letter about our expenditure for helpful advertising does not induce him to price his goods at the proper mark, we bring out, either by letter or by our sales-man's personal call, three other sound reasons why he should stick to the regular figure.

ENCOURAGING CUSTOMERS TO SHOP

2. We explain how a woman whose regular jeweler quotes her a cut price on a nationally advertised item, like a Bulova watch, immediately thinks she can get a still lower price elsewhere. This encourages her to shop. Finally she reaches the store of a jeweler who knows nothing of overhead, etc., and who is eager to sell regardless of profit. He agrees to meet the lowest price she has found anywhere and then proceeds to tell the woman that he always undersells everyone in town. As a result, we point out, the legitimate dealer who cut his price in the first place has helped the socalled "merchant" down the street and has started prices down.

This argument we have found to

be very effective.

3. The third reason we give the merchant for maintaining the advertised figure is that when a woman goes into a store and sees a nationally advertised Bulova cut from \$35 to \$30, she will go shopping and may possibly return at the end of her tour to ask the original cutter to meet the lowest figure or even to go below it. Then, we show, the man who started his good customer on her fateful shopping trip has placed himself in the price cutting environment, and forever after his customer will think his merchandise is not fresh, is out of style or is not A-1 quality. Thus he lowers his own prestige and eventually will find himself catering to a lower stratum of consumer than if he maintained his price and gave every outward appearance of running a high-class store. His cutting will end by bringing bargain hunters and people of minimum purchasing power; his good trade will drop away.

ANTAGONIZING CUSTOMERS

Our fourth reason for the good dealer to keep in line, is that the man who makes a practice of cutting, even if it is only in underpricing leaders for special events, is bound to antagonize some of his customers, especially the ones who bought their goods a few days before. When these customers pick up the newspaper and find that the jeweler is advertising a lower price on a watch they bought a few days previous, we say, these customers will not feel quite so kindly toward him. He will lose their good-will and drive them away from his store.

Then we point out that the man who maintains his prices as they are advertised nationally gains in

two additional ways:

5. He makes a full profit. Under present competitive conditions, we show the dealer, he needs every cent that the manufacturer allows. The producer of nationally advertised merchandise, because of his careful study of markets and his

wide viewpoint, has put prices at a point high enough to allow for overhead and other expenses and yet leave a retail profit. When the regular price is reduced, it is the dealer's necessary profit and not his

overhead that is cut.

6. He gets fuller co-operation from the manufacturer. We point out how the merchant who works along with the national advertiser on price invariably gets greater service and co-operation than does The successful the price cutter. manufacturer today is spending fortunes on ways and means to keep up his prices, so it is wise, we tell the retailer, to keep in with such a manufacturer to get the full benefit of the selling helps the producer has to distribute. We tell the dealer about all the cooperation we ourselves offer him to increase his sales, and we stress the fact that we ask only for his full teamwork on prices, making no attempt to tell him how to run his business.

A few typical cases will show how we put our reasons to work. One jeweler who wanted to cut

came to us.

"All you say is logical and correct," he admitted, "but how can I get rid of my general overstock without cutting everything—your watches along with my other

goods?"

We replied: "If you have a big stock and must get rid of some of it, cut on the unadvertised articles. Then when you have brought your stock down to normal and have your feet on solid business ground again, you will not have jeopardized your standing either with your customers or with the manufacturers whose branded merchandise you carry."

This man followed the sugges-

tion, successfully.

Another dealer told us that, because a competitor on his block was cutting, he had had to do likewise.

"If the other man quits, will

you?" we asked.

"Sure!"

So we went to the other man, pointed out that his undercut would lead to still further slicing and 1927

es at

for

n the s the

ot his

ation

point

orks

tiser

eater

does

ssful

iding

s to wise,

p in

helps

We

CO-

him

tress

his king run

show

ork.

cut

COT-

can

tock

Your

ther

big

ome artiught

and ness nave

ther

the ner-

gesbe-

lock ike-

will

nan.

ould and that in the end A and B would give some new, third jeweler a fine chance to enter the field, get our support, and make money on the accumulated benefit of Bulova's standard price advertising. two fell into line.

Another dealer telegraphed recently asking the right to cut Bulova prices 10 per cent for his tenth anniversary sale. All other goods would carry a similar cut, he told us. "Have I your permission?"

"You have not," we wired.

As a result of our refusing to sanction this cut, he merely stocked nondescript watches for his special reduction sale, did not undersell on Bulova, and so protected all the other jewelers in town.

We make capital of such cases as these by mailing out Photostatic copies of the dealer's letter and our answer, thus merchandising continually to the trade the fact that we protect them to the limit

of our ability.

The following letters form a concrete example of how we successfully used our tested reasons on a jeweler who was up against that bugaboo of small-town merchants-nearby city competition-and who felt he had to cut to stay in business.

The first letter left our office just a month ago, when we learned that Jones was careless about keeping his price up to advertised

Our newspaper clipping agency has just sent us a large batch of adver-tisements which it has clipped for us from newspapers published throughout country

We purchase these clippings so that

We purchase these clippings so that we can see how Bulova watches are featured by our authorized distributors in their local newspapers.

Among the advertisements received today, we find a two-column ad published by you in which you offer a Bulova Indies wrist watch at a price that is entirely inconsistent with the one we have above for this watch; it courselves the control of the second of we have shown for this watch in our national advertising. Frankly, we regret this very much, especially when we consider the splendid co-operation that we have been giving you right along.

Last year, we spent upwards of \$250,000 on our national advertising. Our appropriation for 1927 will be greater by about \$40,000, and that of course means a more powerful and intensive campaign. Now the sole object of all this advertising, Mr. Jones, is

to make it easy for you, and all other Bulova distributors, to sell Bulova watches at the correct advertised price which allows a fair and legitimate

which allows a fair and legitimate margin of profit. This advertising is nullified and is irreparably injured when a watch is advertised and sold at a price that does not agree with the one we show in our advertisements, and in addition to that you unnecessarily throw away a part of your rightful profit every time a watch

is sold in this manner.

Now please do not misunderstand. We Now please do not misunderstand. We are not attempting to tell you how to run your business, because after all you are a successful merchandiser and as such we are glad to have you as one of our customers. We do, however, earnestly believe that it was a serious mistake for you to feature Bulova watches as mentioned above, and that is why we are writing you at such length. It is our intention to continue to place at your disposal the very best service and co-operation that we can render, but in turn we must ask you to co-operate with us by selling Bulova watches at the correct nationally advertised price, which allows you a fair and legitimate profit. We trust that you will work with us along these lines.

An expression from you regarding this will be appreciated.

Three days later, Mr. Jones wrote to us:

I am acknowledging receipt of your January 12 letter, and I like the way in which you have written me about advertisement.

Now, I will put this aquarely up to

What would you do if you were in my place, located in a small town on the outskirts of Pittsburgh? Here I am, compelled to compete with the big jeweler in the big city who gets his business not only from the people in his city but also from my very neighbors.

his city but also from my very neighbors. Unless I can offer a price inducement I cannot possibly hope to get the business of my neighbor. So you can see that I am up against a condition that is different from any with which you may be familiar, and for that reason I feel justified in advertising as I did.

Of course if you have any suggestions to offer, I will be glad to hear from you.

Our reply to Mr. Jones was:

It was good of you to respond so promptly to the letter we wrote you on January 12. There is no doubt but that Rand &

McNally were not very kind to you in placing your city so close to Pittsburgh —but that is, of course, a condition over which neither you nor we have

any control.

The fact remains that you do have to compete with jewelers in Pittsburgh, and we believe that we can show you how this can be done without sacrificing

any part of your profit.

To begin with, it is, of course, important that you offer your customer a

complete and representative assortment of Bulova watches such as they would find on display in the Pittsburgh stores. You can do this without tying up a lot of capital by stocking those particular models that have been (and will be) featured in our advertising.

In this way you will get quick turn-over and have the opportunity to replace the watches you sell with the newer models scheduled to be featured in

future advertisements.

By all means make an interesting display of Bulova watches in your window. We have supplied you with exquisitely

play of Bulova watches in your window. We have supplied you with exquisitely made display stands for just this purpose. Every month you are receiving display cards making it easy for you to link up with our advertisements in the national magazines. If you will put all of this material to work, in accordance with the suggestions and instructions we have offered, there is no doubt but that your Bulova watch sales will grow—and incidentally, your profits, too.

And now a few words to show that price cutting is not only harmful to Bulova watches but is actually detrimental to your own business. When you quote or advertise a reduced price on a nationally advertised product (sold on a definitely established price) you create the impression that a lower price may exist somewhere else. Your neighbor feels that, if you sell a \$35 watch for \$30, she has a mighty good chance to get the same commodity in Pittsburgh still lower.

The result is that she actually goes

The result is that she actually goes to Pittsburgh in search of a lower price to Pittsburgh in search of a lower price and has no trouble in getting some jeweler to give it to her. After all, Mr. Jones, you know that there are many "merchants" in business today who lose sight entirely of profit and overhead and whose only desire is to make a sale. These are the fellows who accommodate shoppers with still lower prices than you can quote.

prices than you can quote.

It must therefore be obvious that your price concession actually helps the price concession actually neeps the re-low in Pittsburgh sell goods, and you are spending your money for advertis-ing that brings business to him. Of course this is a rather broad statement to make, but it holds true in many in-stances. We realize that there are people in your community who will buy watches in your store at your price, but watches in your store at your price, but in the main they will be inclined to think that Pittsburgh offers bigger sav-

think that the way to overcome all this is to maintain the price—just as jewelers in Pittsburgh do. Then you will have no trouble getting your share of the business profit. Of course your assortment must be complete and your stock as clean and fresh as is possible.

There is, of course, another angle to this price cutting business with which

this price cutting business with which you are undoubtedly familiar, and it

you are undouceup sammar, and is this:

When you begin cutting prices you work yourself into an environment that is by no means desirable. Your store becomes associated with "cut prices" and that invariably is linked with merchandise of inferior quality, extinct styles and models, etc. Surely you would not want the people of Jonesboro

to feel that they were actually compelled to go to Pittsburgh to get the newest styles and perfect merchandias simply because the big-town jeweler quotes the established price and thereby infers that his watches are perfect and of the his watches are perfect and of the latest

style.

Last, but not least, consider the woman who paid the correct advertised woman who paid the correct advertued price two or three weeks ago and now finds that her neighbor can buy the same watch for less money. In nnetynine cases out of a hundred, the purchaser who paid the full price feels resentment toward the merchant who later cut the price, and this antagonism is by no means conducive to the development of greater good-will.

These various angles or sidelights on

price cutting merit your consideration, and I am sure that if you will think them over carefully, you will come to the conclusion that price cutting is by no means a curreall for slow business,

big-town competition, etc.

Within two days Mr. Jones replied in this wise:

I have discontinued cut-price adver-tising in the newspapers and will ask you to send me a new supply of display cards so that I can retrim my window at once.

I am willing to make all the profit I can on Bulova watches, and as long as you have taken such an interest in my business I will co-operate by following your suggestions,

Please send the material at once.

A. R. Sharton Returns to Ridder Organization

Alexander R. Sharton, for the last four years vice-president of the E. T. Howard Company, Inc., New York advertising agency, has joined the New York Journal of Commerce as advertising manager. At one time Mr. Sharton ing manager. At one time Mr. Snarron was advertising manager of the New York Steats-Zeitung, published by the Ridder brothers, who purchased the Journal of Commerce several months ago. Previous to his association with the Ward association when the Mr. Hend association who was for three than the Mr. Hend association with the Mr. Hend a ago. Previous to his association with the Howard agency he was for three years New York City manager of the Butterick Publishing Company.

W. M. Hines, Publisher, San Francisco "Bulletin"

William M. Hines, formerly managing editor and general manager of the San Francisco, Calif., Bulletin, has been appointed publisher and general man-ager of that paper. He succeeds Charles S. Stanton, who has resigned as publisher.

Buys New Haven "Union

David E. Fitzgerald has purchased the New Haven, Conn., Union, which has been in receivership since last January. Mr. Fitzgerald is a former mayer of New Haven.

In Philadelphia nearly everybody reads

The Bulletin

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

537,974 COPIES A DAY

The largest circulation in Philadelphia

Member of The Associated Press

elled ewest imply s the that latest

1927

the rtised now the netypurs relater is by

ts on ation, think ne to is by iness,

re-

dverl ask isplay indow

ofit I ng as n my owing ce.

to last E. T. k ad-New vertisarton New the the

the the three of the

haging e San heen manharles d as

on" chased which I Janmayor

The NAMM Store

Has Been a Dominant Advertiser in The NEW YORK EVENING JOURNAL

For Over Twenty Consecutive Years

THE impressive entrance to the store of A. I. Namm & Son, may well be called the Arch of Progress. It identifies one of the most progressive merchandising organizations in America.

Here is a Brooklyn store that has grown and expanded at a rapid pace. Its aim has been to give the public the greatest possible

money's worth in values
. . . to win and hold
patronage on the sound
principle of large volume,
quick turnover and small
profits.

How well they have succeeded is indicated by the fact that sales nearly doubled in a comparatively few years . . . and a new building has been added to take care of this expanding business.

Aggressive advertising



has been a powerful factor in the growth of The Namm Store. Intensive cultivation of the largest audience of evening newspaper readers has been the keynote of the Namm advertising policy.

They have used the New York Evening Journal in a dominant way for over 20 consecutive years. During 1926, A. I. Namm & Son used 995,351 lines of advertising in this one evening newspaper.

Dominate the Richest Market in the World with the NEW YORK EVENING JOURNAL

The New York Evening Journal is bought by 700,000 men and women every day. It is taken into homes in which live over 2,000,000 people—a great part of the total population of the New York market. This great field, which no other evening paper covers, comprises the largest audience of evening newspaper readers in America. Its aggregate wealth is tremendous; its possibilities, from the standpoint of selling all types of quality merchandise are unsurpassed.

In these days of relentless competition, the organization which finds and develops a new market usually forges into the lead. Here is a market—large, compact, and rich with resources—which will yield exceptional returns. Dominate it with the New York Evening Journal.

CIRCULATION FOR SIX MONTHS ENDING SEPTEMBER 30th, 677,565 DAILY, NET PAID

NEW YORK EVENING JOURNAL

America's largest evening newspaper circulation
. . . and at 3c a copy daily, 5c Saturday

913 Hearst Building Chicago, III.

2 COLUMBUS CIRCLE New York City

General Motors Building Detroit, Mich.

factor The

The

JAL

rs

The ve culest aunewsen the m ad-

e New
al in a
ver 20
During
& Son
advervening

I knew him when-



MENTION any financially or otherwise prominent Detroiter, and Bill Jones, who refused to invest his few dollars in Henry Ford's contraption back in the horse age, thus forfeiting millions—will deliver a lecture on the subject, "I knew him when he didn't have a nickel and his wife used to borrow our washboard."

Weirdly enough, Bill Jones' gossip is true. The clerk or laborer who invested in Detroit property twenty years ago or bought a lathe to turn out auto hardware for a friend who was building an automobile, is Detroit's millionaire today.

The stories of Detroit's wealthy men all have their roots in the automobile industry, and the industry is not very old. When these same wealthy men were building their fortunes

their favorite newspaper was The Detroit News.

Today it is likewise their favorite newspaper. And The News now covers Detroit just as thoroughly, although Detroit's population has doubled and trebled. The News still is the home newspaper read by all classes of society from those who use the city streets to garage the family flivver to those who install a Rolls-Royce in a magnificent brick edifice with living quarters overhead for the third assistant gardener. Reading habits do not change easily.

In fact there is just one way to miss no bets in Detroit and that is to use The News—the HOME newspaper—the one paper that everyone feels he must read no matter what other paper he may take for supplementary entertainment.

The Detroit News

365,000 Sunday Circulation

The HOME newspaper

339,099 Weekday Circulation

The Fight on Crooked Advertisers of Toilet Goods

The American Medical Association Is Not Opposing the Industry Per Se-It Invites Reputable Makers to Help in Ending Abuses

An Interview by G. A. Nichols with

Arthur J. Cramp, M. D.

Director, Bureau of Investigation, American Medical Association

[Editorial Note: Note: There has been misapprehension as to considerable misapprehension as to what the American Medical Association is really trying to accomplish in its ampaign of education on certain toilet preparations. Reputable manufacturers who make and sell entirely legitimate and useful articles of merchandise in this line and whose advertising is honest beyond all question, have told us they believe the association is unfair in its stand, and that it is fighting their industry. Their apparent alarm evidently comes from the erroneous belief that the association is sponsoring restrictive legislation, both State and national. campaign of education on certain toilet

national.

To get at the real facts, PRINTERS'
INK sought an expression from Dr.
Cramp, who is head of the association's
bureau of investigation. The resulting interview is presented here.]

"R EPUTABLE makers of toi-let preparations who advertise them honestly have nothing to fear from this organization," says Dr. Arthur J. Cramp, director of the American Medical Associa-tion's Bureau of Investigation. "It has been understood, in a more or less widespread fashion, that the association is against the cosmetic business, so-called, and is using the resources and exerting the power of the association in an effort to strangle it, for some nefarious purpose known only to itself. It has been further said that the association is sponsoring legislation, State and national, that will make the path of the cosmetic manufacturer increasingly difficult.

"Frauds and dangers that are uncovered and exposed to the people are, of course, at the same time made equally public to the toilet goods industry. Such ex-posures should lead to a housecleaning by that industry; for fraud or dangerous practices within the industry not only result in unfair competition but injuriously affect the good names of the reputable manufacturers of toilet preparations. The American Medical Association, therefore, looks primarily to the toilet goods industry itself to prevent the sales of preparations inherently harmful and to let users of other preparations know when the articles they buy contain substances possibly harm-Whether the industry accomful. plishes that end by legislation or otherwise does not immediately concern the association, but it seems certain that unless that end is accomplished within a reasonable time, legislation will be called

"In June, 1924, the House of Delegates of the American Medical Association adopted a resolution favoring legislation to prohibit the use of harmful ingredients in cosmetics and the use of paraphenylendiamin as a dye for hair and fur. Since that time, the association has been collecting information concerning the frequency and character of the injuries from cosmetics, hair dyes, and dyed furs. It has been in touch not only with the medical profession, but with reputable manufacturers of toilet preparations and with the National Hairdressers Association. As long ago as September, 1924, the hair-dressers' organization adopted a resolution expressing its appreciation of the action of the association and condemning the use of poisonous ingredients in preparations used on the skin or scalp.

"Under the resolution of the House of Delegates, and in anticipation of possible need, the association began the preparation of a model State law to regulate the sale and commercial use of cosmetics. The Association of Dairy, Food and Drug Officials of the U. S., however, proceeded on its own account to draft a similar

1027

was

fa-

The Debled Il is v all hose

to ovce ifice read ner.

inge

wav and -the one

ther plelaw and submitted a draft of it to the Bureau of Legal Medicine and Legislation of the American Medical Association. Criticisms and suggestions were offered, but neither that bill, nor the bill that was being drafted under the direction of the association, nor any other bill has ever been officially approved by this organization.

"No action has been taken by the American Medical Association to procure the introduction of any bill covering the sale and commercial use of toilet preparations either in Congress or in any State legislature; nor has it taken any action to promote the passage of any such bill. In October, 1926, the Association of Dairy, Food and Drug Officials seems to have approved the bill drafted by its committee, and the bill now pending in the Massachusetts legislature is patterned closely after it. The Dairy. Food and Drug Officials seem to have taken action, too, to have their model State bill introduced in the various State legislatures throughout the country. The American Medical Association may be expected, therefore, to await the outcome of the efforts of the Association of Dairy, Food and Drug Officials, and to watch for remedial action by the toilet goods in-dustry itself, before pressing for legislation. If the dangers now complained of are remedied by the efforts now under way, there will be no reason for action by the American Medical Association.

"The association freely and gladly concedes that there are any number of wholly legitimate articles made and properly marketed in the toilet goods line. The real need for some of them may be called into question, but manufacturers have a perfect right to make and sell them. The association's whole effort is being devoted to exposing a long list of questionable concoctions that are advertised in a glaringly dishonest manner and that are positively dangerous to the people using

"In other words, proceeding entirely from a standpoint of guarding the public health, the association is trying to show people just what certain preparations are and what effect they will have. Then, if they want to buy and use such merchandise, they can do so on their own responsibility and at their own risk. If, for example, a woman wants to use a hair dye which has an anilin derivative base, she should know that she thereby runs the possible risk of a skin irritation (dermatitis) of varying degrees of intensity, she insists on going ahead with it under those conditions, let her do so. There is no use babying people. But physicians do believe in exposing hidden dangers that may work against health. It is neither fair nor decent to permit a manufacturer to sell something under the guise of a harmless article of commerce that may have all sorts of hidden perils.

"It may not be altogether just that reputable manufacturers and honest advertisers in the toilet goods line should have to suffer for the shortcomings of others whose ethical standards are lax. Nevertheless, that they should do so is an inevitable and altogether natural reaction. The way for them to escape the penalties of this reflex action is to unite and clean up or eradicate questionable spots in their industry. takes courage. It is an unpleasant, messy task that decent producers hesitate to shoulder. But so long as they hold off, a certain amount of reaction unfavorable to them is bound to occur.'

According to Dr. Cramp's idea, the thing that lays the way wide open for abuses in the toilet goods industry, thereby working an injury on reputable houses, is the fact that there is no general governmental method by which the advertising or even the labeling of the products can be controlled. Present legal provisions, the association believes, are incomplete because there is no centralized law which controls either claims or labeling. The way things are now, manufacturers may be restricted, to a certain degree, as to production of preparations. But, especially in some States where the PRINTERS' INK Statute is not enforced, they have a fairly 1027

ave. and

and aple, dye tive she of

of If h it

do peoin

nay

nuider of

orts

ust

ilet

ers ax.

do

for

of

ble

his nt,

ers ng int

15

ea.

de ds ininhe of ed.

ed ns re

to

18.

es

te

How's this for sales increase?

1925 — **76**% over 1924

1926 — **72**% over 1925

1927 — **50**% over 1926

To date Same Period

SALADA TEA has been advertised in Indianapolis for a number of years with unfailingly consistent space in The Indianapolis News exclusively.

The above figures on Salada Tea sales in this market bear eloquent testimony to the soundness of the Salada advertising policy: (1) unbroken regularity of insertions and (2) concentration of the entire appropriation in the *one* medium in Indianapolis that needs no duplication of space in a secondary medium for complete coverage and maximum effectiveness.

434 national accounts, exclusive of medical advertisers, used The News exclusively in Indianapolis last year. That means maximum sales at minimum costs.



The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York DAN A. CARROLL 110 East 42nd St. Chicago
J. E. LUTZ
The Tower Building

open path when it comes to advertising. They can say almost anything they like about their goods. People get the wrong idea and are thereby imposed upon. This is the condition the association is trying

to correct.

"The Federal Pure Food and Drugs Act," Dr. Cramp explains, "does not cover the toilet goods field as some people suppose. Just so long as makers of cosmetics keep away from all claims as to medicinal or curative properties this act will not touch them. When it does, they neatly always can revise their presentation in a way that will enable them to come

entirely clear.

"Consider, for example, a certain compound for coloring the hair. The United States Government declared this preparation misbranded under the Federal Food and Drugs Act. It was then called a 'Hair Remedy.' The word 'remedy' was what made the law apply to it. At one time, the makers advertised it as a remedy for dandruff. The impression given that it contained mainly harmless medicinal agents, whereas, the Government declared at the time, its principal and most active ingredient was lead acetate, a poisonous and dangerous substance. The company no longer claims it is a remedy. On the container is a notation to the effect that it is 'not intended for the cure, mitigation or prevention of disease,' and thus the item is automatically removed from the provisions of the act. But it still contains the lead salt.

"Just so long as producers keep away entirely from claims as to therapeutic qualities, the Government is not in a position to rule regarding the component parts of preparations or the advertising claims that may be made for

them.

ADVERTISING NOT RESTRICTED

"For that matter, the Federal Food and Drugs Act has no real control over the advertising that may be done in behalf of patent medicines, foods or anything else, let alone toilet goods. Stringent regulations are in force prescrib-

ing what must or must not be said on or in the containers. No far fetched or wild claims or untruthful statements are allowed here. But manufacturers, while held down to the truth on their packages, seemingly are not so closely restricted in their advertising. The law might well be amended in this respect. Advertising is the means by which merchandise is distributed. Therefore, legal regulations only go part way when they prescribe how a thing shall be made and how it shall be described on the bottle or carton. If false and misleading assertions are permitted in the advertising the purchaser is imposed on just the same.

"As the situation stands, then, the more or less innocent purchaser has little protection. she knows is what the manufacturer says about the item. These claims, set forth in the advertising, are often ridiculously untrue, although they may not be of the sort that could be stopped under the fraudulent advertising laws. The medical profession conceives it to be its function, therefore, to let people know what certain preparations contain and their potentialities for damage. they can use their own judgment as to whether to buy them. It would be vastly better, of course, if there could be some comprehensive regulation, preferably Federal, governing not only the component parts of cosmetics, but what may be said about them in advertising. In the absence of such a law, however, the next best remedy is education.

"On every container," Dr. Cramp says, "there should be a fuller description of just what the product is made of. should be longer and broader than now. All the essential ingredients should be plainly named on the label. When a dangerous element, such as paraphenylendiamin, lead acetate or ammoniated mercury is employed, the quantity should be stated. This would not be giving away any worth-while trade se-crets. Analytical chemistry has advanced to a place now where any manufacturer can ascertain

027

aid far

he

all on.

ng ist

n, r-

s-ie, he er s. e. r. y r. e - y s. n f

You will want to read in the April

VANITY FAIR

Blind-Pigs in Clover By GILBERT W. GABRIEL

Their Royal Highnesses of Hollywood

By JOHN PEALE BISHOP

Bidding at Contract Bridge By CHARLES STUART STREET

Famous Negroes of the Ring By IIM TULLY

The New American Mythology By HUGH WALPOLE

"What, in Your Opinion, Is the-?" By DEEMS TAYLOR

VANITY FAIR

One of the Condé Nast Group

All members of the Audit Bureau of Circulations

No 16 th a Series

"As Simple as A-B-C"

In Boston—just compare optional combinations with compulsory combinations.

Make up your own optional combinations of First Evening and First Morning or First Evening and Second Morning papers

—for fair comparison with compulsory combinations of Third Evening and Fourth Morning or Second Evening and Third Morning papers.

—then the veil of subtle sophistry surrounding Boston newspaper values will be lifted.

Here are the combinations:

Combination	Circulation	Milline
1st combination (optional) American & Post	655,300	1.68
2nd combination (optional) American & Advertiser	415,584	1.68
3rd combination (compulsor, Globe, Eve. & Morn.	273,240	1.83
4th combination (compulsors	250,998	1.99

Boston American Boston Advertiser

There's no "mystery" surrounding the Boston Sunday newspaper situation.

Fact is—the preference of New Englanders for the Big Boston Sunday Advertiser is so pronounced as to place it in a class by itself—as witness these figures:

New England has 12 Sunday newspapers published in 10 cities in 5 States outside of Boston. (Connecticut excluded). The Combined circulation of the 12 papers totals 327,866 or 162,722 less than the total circulation of the Big Boston Sunday Advertiser.

Every week the Sunday Advertiser sells at least 151,000 more papers than the Sunday Post,168,000 more than the Sunday Globe and 367,000 more than the Sunday Herald.

Paper Sunday Advertiser	Circulation 490,588	Milline 1.53
Sunday Post	339,486	1.62
Sunday Globe	322,395	1.72
Sunday Herald	122,750	3.26

Boston
Sunday Advertiser

"When grandmother was a girl"

In the current issue of Printed Salesmanship there is a remarkable story of the development of the child-appeal note in advertising.

"In this generation," the author points out, "the youngster of 10 knows as much of life as did the child of 15 or 18 when grandmother was a girl."

It happens that much of the literature referred to in this article was designed by a special department of our organization. This department was created a year or so ago because of the growing importance of selling efforts directed ostensibly to the child reader.

Don't fail to read this story in Printed Salesmanship; it begins on page 515 of the February issue. Then ask us to show you samples of how some of the other advertisers are reaching out for "tomorrow's market."

CHARLES FRANCIS PRESS

461 Eighth Avenue

Telephone Lackawanna 4300

Printing Crafts Building, New York

the essential ingredients of his competitor's goods. Hence, the manufacturer should be permitted a minimum of secrecy in making public his formula. When he keeps it entirely under cover, he is not necessarily helped. But his customers, uninformed, may be harmed."

Dr. Cramp places hair dyes among the most mischievous of the cosmetics to which he would have these regulations apply. The association is not particularly riendly to hair dyes because of two basic objections. Most of them are declared to contain substances that may prove harmful. Many are sold under claims which the association declares are false and misleading, if not actually fraudulent.

"If for economic or other reasons," Dr. Cramp says, "a person with gray hair wants to have it darkened, this is her own business. But the preparation should be advertised to her honestly. Most hair dyes (Dr. Cramp named ten or more), claim to 'restore' the natural color of the hair. This is absurd and the statement is

There is on the market a mixture which has been advertised as a real substitute for natural pigmentation. 'If you are gray,' said an advertisement, 'just apply Blank to the hair or scalp and your hair will take on the actual color it had in the past.' As a matter of fact, this item is not a substitute for natural pigmentation and it does not restore the natural color of the hair. It is merely a dye. Moreover, on being analyzed in the laboratory of this association, it was found to have for its essential constituents precipitated sulphur and poisonous lead acetate. A woman could dye a white rabbit skin rug with it just the same color as she could dye her gray hair.

"There are many other things calculated to impart and preserve beauty—complexion clays, for example. Women seeking short cuts to beauty, having read the alluring complexion clay advertisements, have been curious to know just what these products are for

which such marvelous results are claimed. Five widely advertised clays were analyzed in the A. M. A. laboratory and, with one exception, no substance other than clay, water and perfume was found in any of them. Great is the power of words and wonderful are the potentialities of modern advertising! Who would have believed that so prosaic a product as clay could be endowed with such esoteric qualities?

"Any woman who thinks the path to beauty lies in the clay route can go to her neighborhood druggist, give him about 20 cents and get a pound of kaolin, which is dried powdered clay. After mixing this with the same weight of water she then will have two pounds of beauty clay equal in beautifying power to, and purer than, most, if not all, of the products on the market that are sold from \$2 to \$10 a pound.

"I could go on indefinitely telling of various face creams, freckle ointments, corn remedies, balms, lotions, skin specifics, skin whiteners, wrinkle eradicators and so on. Many of these are dangerous to use and the advertising is frequently frankly untruthful and fraudulent. Physicians not infrequently find it impossible to help the complexion of women who are suffering from certain diseases. Realizing that a bad complexion is but a symptom and not a disease, the doctor naturally believes that the way to attack the trouble is to remove the cause. Yet, a Chicago house doing business by mail promises this in its advertising: 'In ten days you can be the subject of wild admiration by all your friends no matter what your condition of health. No matter what the cause, my ten-day complexion treatment will give you a perfect complexion in ten days. Comment is unnecessary.

"A certain 'wrinkle eradicator' is advertised as not only being able to remove wrinkles, but to do away with double chins and baggy cheeks. The State chemists of Kansas analyzed this marvelous preparation and found it contained 52 per cent alum and 38 per cent epsom salts. The actual effect of

the mixture is to cause a temporary tightening of the skin which will be followed with a more pronounced bagginess than was the case originally. All of which makes the nostrum a good repeater, which is an element essential to the continued sale of preparations of this kind."

But, granting the correctness and justice of the foregoing indictment by Dr. Cramp, what is the American Medical Association doing to differentiate between the good and the bad? This is a question that many reputable toilet goods manufacturers who advertise honestly are asking.

The answer is that the association necessarily has to confine its activities to pointing out that which is dangerous and the fraudulent. It could hardly be expected to be a medium for advertising anybody's merchandise. If it should attempt to classify the thousands of cosmetics now on the market in accordance with their varying degrees of goodness and badness, it would run into endless Just because the complications. association condemns a questionable concoction and exposes its fraudulent advertising claims, is no reason for concluding that the attack is extended to the legitimate item or, in this particular case, to the toilet goods industry in gen-

THE MEDICAL PROFESSION'S SERVICE

"By indicating these bad spots," Dr. Cramp says, "and frankly telling the people about them, the medical profession is doing the decent toilet goods manufacturer a service. Just so long as these conditions are permitted to exist, the legitimate manufacturer is going to suffer, no matter how straightforward he may be or how excellent his product.

"The thing to do, then, is for the toilet preparation manufacturers—the decent ones, I mean to get together and agree on a national law covering both the manufacture and the advertising of merchandise of this kind. It could be modeled after the present

Federal Pure Food and Drugs Act. The law should require that formulas be plainly stated on the containers, as I have already suggested, so that, if the preparations contain dangerous elements, people will know it. The provisions of the act should be such that the manufacturer would be obliged to be just as honest in his publication or direct-mail advertising as in the statements he makes on his containers. Here is where the present Federal Food and Drugs Act might well be strengthened so as to eliminate a whole string of abuses in the patent medicine field. If the toilet goods industry could bring about the passage of such a law, the way of the crooked manufacturer would be increasingly hard. The American Medical Association can be depended upon to continue its work of uncovering frauds and exposing them to the people.

"I am not unmindful of the fact that the PRINTERS' INK Statute exists in a number of States. But the enforcement of this is necessarily up to the prosecuting attorneys in the various counties. Local influence of the manufacturer may be strong. If he belongs in the honest majority he hesitates to get into the prosecution end because he fears it might react unfavorably upon the industry as a whole. The crooked manufacturer on the other hand is often strong enough to head off any retribution that may be coming his way because of his dishonest advertising.

"No law presuming to regulate the manufacture and distribution of any product, such as foods, drugs or cosmetics, can render full protection to the public unless it can hold the manufacturer responsible for all of his advertising as well as his trade practices. So far as I know, although I may be mistaken, only one prosecution has been brought against a proprietary remedy under the PRINTERS' INK Statute. This was a Massachusetts case against the maker of what was known as the B. & M. External Remedy, which was adver-tised as a cure for consumption.

First Where First Means Something

DURING 1926 furniture retailers of Chicago used more space in the Evening American than in any other daily newspaper.

Here is real proof of pulling power furnished by a group of advertisers thoroughly familiar with the Chicago newspaper situation.

CHICAGO MA AMERICAN

A good newspaper

Drugs e that on the sugations

, 1927

ations
people
ms of
at the
ged to
cation
in the
conresent

so as ing of e field. could such a rooked acreas-Medipended

of unposing ne fact Statute But necesattor-Local er may in the

nd benct uny as a acturer strong ibution ay bertising. egulate

ibution foods, ler full aless it responsing as So far be mison has prietary s' INK

husetts f what d. Exadvermption. Thus, abuses continue which ought

to be eliminated.

"Manufacturers of toilet goods speak impulsively, to say the least, when they suggest that the local physician is fighting certain toilet goods preparations so as to advance his own interests. In fact, business would be created for him if these cosmetics were permitted to go their way unimpeded. Looking at the thing from a standpoint of dollars and cents, the physician is really working against his own selfish interests when he exposes

poisonous nostrums.

"Advertising in this country today, thanks largely to the PRINT-ERS' INE Model Statute, is on the highest plane we have ever seen, so far as it relates to most fields If this same of merchandise. high standard could be imparted to the merchandising of proprietaries and cosmetics, the nation would be vastly better off. As it is now, much of the advertising has a psychological effect on people that makes them magnify their supposed ills and causes them to become what might be termed 'professional invalids.'"

Irving Bugg Becomes Member of Burnham & Fishler

Irving Bugg, recently with the Joseph Richards Company, Inc., New York, as general manager, has become associated with Burnham & Fishler, Inc., New York, as a member of the firm. He joined the Richards agency seven years ago. Mr. Bugg was at one time with the Vacuum Oil Company, in charge of its automotive advertising division.

Buys Controlling Interest in "Arkansas Democrat"

August Engel, for many years head of the advertising department and business manager of the Little Rock, Ark., Arkanses Democrat, has acquired a controlling interest in that newspaper. Elmer E. Clarke, from whom Mr. Engel purchased the controlling stock,

A. S. Jenkins, Vice-President, American Chicle Company

A. S. Jenkins has been elected a vice-A. 3. Jenkins has been elected a vice-president of The American Chicle Com-pany, Long Island City, N. Y., Adam's chewing gum, Chiclets, etc. He will direct sales and advertising. Mr. Jen-kins has been associated with the company for nine years.

J. S. Bryan Joins in Purchase of Tampa "Tribune"

of Tampa "Tribune"

John Stewart Bryan, owner and publisher of the Richmond, Va., News-Leader and president of the American Newspaper Publishers Association, has joined S. E. Thomason, recently vice-president and general manager of the Chicago Tribune, in buying the Tampa, Pribune. Completion of negotiations for purchase of the Tribune by Mr. Thomason was reported in a recent issue of Printers' Ink.

The Tampa Tribune was sold by a group of local business men who purchased it two years ago from W. E.

group of local business men who pur-chased it two years ago from W. F. Stovall, owner and editor of the paper for thirty-two years. Mr. Thomason will be in charge of the Tribuse as president and publisher.

P. A. Geier Company Appoints Frank Seaman

The P. A. Geier Company, Cleveland, manufacturer of Royal electric products, has placed its advertising account with Frank Seaman, Incorporated. Plans are being formulated for campaigns on its suction cleaner, washer and wringer, vi-brators, hair cutter and hair dryer products.

Cluett Peabody Elects R. O. Kennedy Vice-President

R. Oakley Kennedy has been elected vice-president of Cluett Peabody & Company, Troy, N. Y., Arrow collars, shirts, etc., succeeding E. Harold Cluett, resigned. Mr. Kennedy, a son of a former president of Cluett Peabody, Howard S. Kennedy, has been associated with the company since 1906.

Net Profit of American Radiator Shows Increase

The American Radiator Company, New York, and subsidiaries, report for the year ended December 31, 1926, a consolidated net profit of \$12,476,485 after Federal taxes, interest, and charges. This compares with a net profit of \$11,633,601 in 1925.

Idaho Governor Signs Advertising Bill

A bill appropriating \$30,000 which is to be used for advertising the advantages of Idabo, has been signed by Governor H. C. Baldidge. State Chamber of Commerce officials had asked for the appropriation.

Additions to "Liberty"

S. A. Diefendorf and E. W. Jennings S. A. Dietendort and E. W. Jenning-have been added to the Eastern adver-tising staff of Liberty, New York. Mr. Dietendorf was formerly with Barrows, Richardson & Alley. Mr. Jennings has been with Marquis Regan, Inc.

"Out of Sheer Interest"

"I DON'T think that I have ever seen a better presentation of a sales

argument," writes one of the city's leading advertising executives,* "than your A B C of the New York Market.

"It tells the whole story simply, graphically and cleanly. To tell you the truth, I went through it from beginning to end before I realized that I was an advertising man.

"I did it out of sheer interest."

A large edition of the ABC of the New York Market has already been exhausted. If you have not yet received your copy, have patience; a second edition is on the press.

*Name on request.

The



Tetorid

NEW YORK

Pulitzer Building New York Tribune Tower Chicago

gotiae by ecent by a pur-V. F. paper mason se as

1927

hase

pub-

vicef the

eland, lucts, with

dryer

O.
t lected y & bilars, luett, of a body,

pany, t for 26, a

asso-

and net

ch is dvand by State had

mings dver-Mr. rows, s has



Published by Arthur Capper

Fills Between the Daily Newspapers Kansas, Missouri, Oklahoma, Nebraska, etc.

Rate \$1.25 a Line for 350,000 (Plus)

50% Farm, 50% Small Town Circulation

HILIMITA

on

EDITORIAL Response and Advertising Results go hand in hand.

Hundreds each month write complimentary letters in renewing their subscriptions to Capper's Weekly. "They wouldn't renew if it didn't do!"

A 22-line "beauty hint" two weeks ago has brought 117 letters, although it didn't call for any sort of inquiry.

WEEKLY A Competitor

Published at Topeka, Kansas

- One short article on making hooked rugs and offering special materials at a price of \$7 has brought in 771 orders and letters to date.
- One short article a few weeks ago on an improved method of feeding baby chicks has brought 7,380 requests for specific instructions so far. Sixty-eight per cent were from women.
- A new radio manufacturer recently tried out a front page reader ad and in ten days reported, "So many inquiries we hardly know how to handle them."
- The agency handling the radio account is constantly placing more accounts in Capper's Weekly because it gets the results.
- Mail order advertisers generally are increasing space after giving Capper's Weekly a try-out. "They wouldn't renew if it didn't do!"
- Every class of advertising in Capper's Weekly is well ahead of last year's records.

it won't be long before the fellow who can get away with a "one paper covers the market" spiel in a metropolitan area could just as easily sell fish bait in the Sahara desert paste in your hat this messagethe Detroit market needs more than one paper to do real job **Detroit Times**

Mythology, Theology, History, Funny Stories in Sales Letters?

What an Experiment Proved Concerning the Sort of Sales Letter That Pulls Best

By Frank M. Barber

YES, there are types of sales a matter of fact, there are certain kinds which are burned to a crisp and are invariably passed up by the epicureans among the prospects to whom they are served.

There is the mythological hound who undertakes to get national distribution, say, for some new food product with unheard of revitalizing vitamines and countless calories. Just as likely as not, he will exploit the story of Pygmalion and Galatea in a long letter to potential dis-

tributors and dealers.

And along comes the sales promotion genius who has real things to say about a new building material. He is particularly anxious to prevail upon high-class architects always to specify his material. Accordingly, he goes away back to the Old Testament and asks the architect to read a new version of the process of brick-making without straw.

Another sales letter writer is highly educated. He specialized in history in his academic days, and he has just got to tell his prospect how the Pass of Thermopylae and the Battle of Marathon in 490 B. C. afford parallels to distribution

crises in 1927, A. D.

And who among you readers has not received the sales letter which opens with a side-splitting story, now fresh from "Huckleberry Finn" or Ade's Aesopian contributions, now stale from the lips of the traveling salesman who is built that way?

There you are, four fine examples of the way to violate the "attention, interest, desire and action" fundamentals of advertising. Take the Pygmalion and Galatea thing, for instance. If that isn't a good example of derailment of the train of thought of the prospect who really wants to

think about his business when he picks up a piece of correspondence which he has a right to suppose has to do with business and particularly with his particular business, if that—well, you tell one.

ness, if that—well, you tell one.
As a matter of fact, if the personal pronoun may be permitted just this once, I ought to add that I had to prove it before I dared to cite Pygmalion and his come-to-life Galatea statue. In other words, I had to look it up to be sure. Now, how much research work do you fancy the busy executive will be willing to undertake to find out what the food product man is talking about?

And, as another matter of fact, isn't it true that instead of getting attention, the mythologist is inviting alienation? Doesn't he fail miserably to interest the prospect? Can you conceive of desire aroused in the heart of the possible buyer? Action is assured, but it's action of the waste paper basket kind.

Do not misunderstand motives There is no disposition to challenge ancient myths but it is no myth that the intensive executive in days like these has not the time during business hours to figure out any Romulus and Remus stuff. As a matter of fact, he already knows a lot about wolves. This same busy business man has many a Scylla and Charybdis of his own to dodge. Moreover, he has come to be quite Ajaxian himself in defying lightning competition and sometimes on Mondays he knows what Atlas felt like. In the school of experience he has learned the evils of misrepresentation, how hard they are to combat, and he requires no Trojan Horse analogy. If the truth were known, he is probably disgusted with myths any-

Given the time and the place, Jonah and his container have a certain fascination, but wouldn't an oil burner firm run the risk of igniting a backfire if one of its sales letters were to rehearse the story of 'the burning, fiery furnace? And there are the pause of the Sun, the rolling back of the sea and a whole lot of other allegories which have their very sure and proper place in a certain great Book, but which simply don't belong in a sales letter.

As for history, as such, in letters calculated to promote sales, not a chance, that is, if you are harboring any sneaking suspicion that such letters pull, and any man who has received one knows exactly how he felt and what he did with it.

Big banquets, Pullman smoking compartments, the clubs, the master table talker at the dinner party, all handicap the funny story sales letter writer right at the beginning. "Have you heard this one?" he begins. Of course you have, ninety-nine times out of a hundred, and you will be blankety blanked if you want to hear it yet another time, in a letter, to read which you have snatched some minutes of considerable importance in your scheme of things.

With such premises it will probably have been gathered that in certain quarters the tincturing of sales letters with mythology, theology, history and humor is not looked upon with approval; quite so. All of which paves the way for the quick story of a series of experiments with sales letters, one result of which was to relegate condignly the practices discussed above.

These experiments extended over a period of four years. The business was that of a New England manufacturer. The product was a medium-price commodity in which the competition was keen. It was at the time when sales promotion men seemed to be floundering for new slants, novel angles of approach, and in something like desperation, they had gone afield in mythology and history and the Bible until for a period at least, it was something of a vogue in

some quarters. This house was bitten by the bug. First a mythological masterpiece was sent out to a selected list. The letter, resultwise, was a dismal failure. The next time it was theology. It did not work. History had its fling, similarly, and then the jump was made to the opposite pole of humor, the "funny story," you know. Four mailings, four busts.

The sales promotion manager intrigued himself with this query: "If such letters fail, what letters will succeed?" He wondered if the length of a sales letter was a factor. He decided first to try a long letter, one omitting no detail. Next he ventured a medium length appeal, then a letter relatively short. terseness itself. transition's sake a test was made with a letter which proclaimed the house and its product, and, finally, the letter written almost wholly from the angle of the prospect's likely viewpoint, his requirements, his preferences, his pocketbook, as they were affected or apt to be affected by the manufacturer's goods and policies.

Throughout the experiment most careful watch was kept of the results of the various mailings. The evidence was convincing. The long letter was promptly counted out. The medium-length letter was moderately unsuccessful. The terse letter offended, if the few answers received reflected the general feeling. Apparently, prospects cared not at all what the house thought or said about itself. But the letter which was relatively short and the other one which played up the prospect's side of the case—they were the ones, unquestionably, emphatically the ones.

In a word, the sales letter which pulls is the one which says things the prospect likes to hear or read, and says them without circumlocution, comes to the point in simple, clean-cut, straightforward language, which reads as if written by a man who knows his business, who recognizes that the other fellow is there, who himself likes a draught of the milk of human kindness and is glad to let others have some, who knows the value of

Suppose You Were Selling Bonds, For Instance

Would you walk into a man's office, sell him a bond, leave, come back in a few hours and sell him the same bond over again?

Not if your time were worth anything. You would use that second visit in going to see another man and selling *him* a bond, too.

In New Orleans you can buy duplicated circulation or you can buy circulation without duplication.

The Times-Picayune has (average as of Sept. 30, 1926, for preceding six months period) 83,904 daily circulation and 119,308 Sunday.

No newspaper in New Orleans can, without 100% duplication of home delivered circulation, approach The Times-Picayune's number of homes reached.

The Times-Picanune

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: CONE, ROTHENBURG AND NOEE, INC. Pacific Coast Representative: R. J. BIDWELL CO.

. 1927

was sythoout to csult-The it did fling,

fling,
was
of
you
busts.
or in-

etters
if the
faclong
Next

h apshort, For made d the nally, wholly

pect's nents, ok, as to be urer's most

The long out. was terse swers feel-cared

ought letter d the the they nably,

which hings read, alocumple, lanritten iness,

kes a kindhave "please" and "thank you" and Further Light on Sunny Jim
"you're right, I'm wrong" and who knows how to play the fine game' of live and let live.

The sales letter which does not pull is the endless letter or the letter which rambles on without saying much of anything, or is abrupt, and the letter which pulls least of all is the letter which labors with mythology, theology, history and funny stories.

Changes in St. Louis Office of Gardner Agency

The Gardner Advertising Company has made the following changes in its St. Louis office: F. M. Orchard, as vice-president and manager, will have general responsibility for all activities of the St. Louis office, with particular responsibility for client relations and new business; E. R. Gardner, as associate manager, will have general direction of other office operations; Mrs. Erma Proetz will be director of production; and E. A. W. Schulenburg, as assistant secretary, will retain direct charge of the rate and media department. the rate and media department.

Golf Tee Account for Sacks Agency

The Wimo Specialty Company, Inc., Hudson Falls, N. Y., manufacturer of the write golf tee, has appointed The Sacks Company, Inc., New York advertising agency, to direct its advertising account. This golf tee, having a pencil lead inserted in the end, may also be used as a pencil for keeping score. Golf publications will be used.

G. O. McCausland Joins The Buchen Company

George O. McCausland, recently with the Studebaker Sales Company of Ken-tucky, at Louisville, and prior to that with the Schafad Advertising Agency, Rockford, Ill., has joined the staff of The Buchen Company, Chicago advertising agency.

Radio Corporation of America Has Larger Profit

The Radio Corporation of America, New York, Radiolas and R C A radio equipment, reports for the year ended December 31, 1926, a profit of \$6,426,-599, after charges and Federal taxes, against \$5,037,206 in 1925.

Appoint Devine-Wallis
The Devine-Wallis Corporation, publishers' representative, New York, has
been appointed national advertising representative of the Elizabeth, N. J.,
Times and the Warren, Pa., Tribune.

and "Force"

George J. Kirrggasser & Co.
Chicago, Mar. 14, 1927.

Editor of Printers' Ink:
Your story on "Force" by Mr. Dickinson, in your March 3 issue, was very interesting and I enjoyed it because my first advertising job was with the Force Food Company during 1902 and 1903 when the Sunny Jim campaign was on. There was no reference made however to the Sunny Jim bands that the company organized and used in opening un special campaigns in various towns. This was not referred to probably because soon after this advertising auxiliary was started, the company got into difficulties. After the death of Edward H. Ellsworth many extravagances crept in and expenditures seemed to get out of conexpenditures seemed to get out of control.

Even at that early date the habit of frequent changes was noticeable—during the year and a half that I was employed there were three or four advertising managers—W. B. Hunter, Willard Everett, former school commissioner of Boston, a Mr. Abbott and, I think, still another.

Incidentally it was in those pioneering days—in 1902—that I first became a reader of PRINTERS I WK.

GEORGE J. KIRKGASSER.

C. H. Mason with Lyddon & Hanford Company

C. Henry Mason has joined the New York office of the Lyddon & Hanford Company, advertising agency, as an account executive. He formerly con-ducted an agency at Rochester, N. Y. More recently he had his own agency at New York.

Sonatron Tube Names Advertising Manager

S. B. Solinger has been appointed advertising manager of the Sonatron Tube Company, Chicago, manufacturer of radio tubes. He was formerly advertising manager of the B. H. Shapire Shoe Company, Chicago.

Piston Ring Account for Behel and Harvey

The Duoflex Piston Ring Company, New York, has placed its advertising account with Behel and Harvey, Inc., Chicago advertising agency. Direct mail Chicago advertising agency. Direct and trade publications will be used.

With General Laboratories, Inc. J. M. Williams, formerly in the media department of The Buchen Company, Chicago advertising agency, is now with the General Laboratories, Inc., Madison, Wis.

Samuel Shefferman, formerly of the Baltimore Sun, has started an advertis-ing business at Baltimore.

Have You Ever Figured Circulation Selling-Power This Way

?

Three readers (in the family) times 30 articles (contents of the magazine) are 90 units of readerinterest. Multiply 90 by the circulation and see the difference between multiplying it merely by the number of people in the average family. It is contents that count in selling goods, contents that interest all the readers.

A reader says: Success Magazine is read by three generations and both sexes.

Bruce Barton tells why he believes in the modern girl—in the April issue.

SUCCESS MAGAZINE

GRAYBAR BUILDING, NEW YORK CITY

Jim

1927

Dickvery e my force 1903 s on. vever comg up This

was lities. Ellsand con-

adinter, nmisnd, I

rcame

New mford s an conl. Y. gency

d ad-Tube r of dverapiro

pany, tising Inc., mail

r

Inc. media pany, with dison,

f the ertis-



Delineator Home Institute No. 7

A Bedroom

Also, of course, on the 15th floor of the Butterick Building and part of Delineator Home Institute.

1927

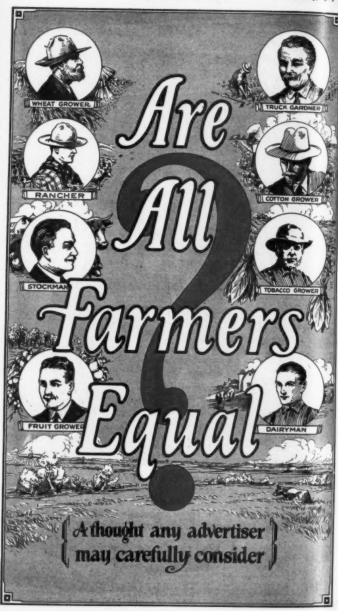


How many women seeing this bedroom reproduced in the pages of Delineator will desire a bedroom something like it? How many women, in time, will have something like it! The Art of Gracious Living has hundreds of thousands of adherents in every city and town, large and small, throughout the country.

Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY



How a Mail-Order House Brought Back Lost Customers

General Manager's Personal Letter Produced 105,000 Customers and Created \$250,000 Sales

By A. O. Hurja

President, Hurja-Johnson-Huwen, Inc.

ONE of the most remarkable campaigns in the history of merchandising and business was conducted by one of the big general mail-order houses some years ago. The campaign was for the purpose of bringing lost customers back into the fold. Incidentally, this campaign brought to light one of the everlastingly bright documents of mail-orderdom-a letter that for human appeal and sincerity was a jewel.

The catalog files of this com-pany revealed the astounding information that 285,000 old customers had ceased buying. the reasons were, nobody knew. After a conference of the executives and sales promotion departments, the suggestion of the sales promotion manager was adopted, namely: To find out the reasons, by means of a personal letter campaign, why nearly one-third of a million old customers had stopped buying.

The letter's human qualities, its absolute sincerity, simplicity and appeal were so definitely demonstrated after a test mailing, that it was sent to the entire list of 285,000 lost customers. It was one of the biggest mailings of its kind on record. Here is the letter:

Some time ago, I had occasion to take a trip up through Wisconsin. On the way back to Chicago, the train was crowded and I drifted into conversation with the man occupying the same

at with me. We talked of the weather, politics and business, as men will, and somehow the name of (mail-order house) was mentioned. My fellow traveler didn't know me and being a little curious to learn whether or not

Intic curious to learn whether of no for I had accidentally stumbled onto one of our customers, I asked him if he ever bought anything here.

"Well, I ahould say so," was his reply. "For a number of years I didn't buy much anywhere else. But." he added, "inever again—I'm through. Why say, that last order of mine—"

Never mind the rest of it; what he said didn't make me happy, I can tell you. I was surprised and said so—also said that I had always thought's guarantee meant just what it said and it was strange they hadn't adjusted the matter for him. "To be

it said and it was strange they hadn't adjusted the matter for him. "To be honest," said my friend, "I don't know whether they would or not. I didn't give them the chance—I quit."

Then I told him who I was and asked him if he didn't think he was a little hasty in quitting just because one thing had gone wrong after we had given him good service and saved money for him for years. He admitted that maybe we ought to have a "chance" and I promised to look into the case. That's the first thing I did when I got back. We had mixed things up for him—no doubt about that, but it was adjusted in five minutes. That man is buying from us again and just as good a friend of ours as ever.

again and just as good a friend of ours as ever.
You haven't sent us an order for a long time, and I wonder, if like my Wisconsin friend, something has gone wrong and you've "just quit?"? If a mistake has been made in filling one of your orders, if a letter has been improperly answered or if you got some article not entirely satisfactors, went's article not entirely satisfactory, won't you write me in confidence and tell me about it? If something has gone wrong, give me a chance to make it right. We're here to please YOU—I'm not satisfact with a green work of the satisfact with a series of the satisfact with the satisfa

where neite to please YOU—I'm not sat-isfied until you are.

A reply in the enclosed stamped en-velope will be a favor to me and will receive special attention in my office.

This letter went out under the signature of the general manager, on the company's letterhead, and carried with it a stamped, addressed envelope and return catalog request card. It was carefully filled in and matched—as nearly personal as a form letter could be.

The results were almost unbelievable. Out of 285,000 letters mailed, 105,000 replies were re-ceived—37 per cent! Eighty-five thousand of these replies were in the form of catalog requests, and 20,000 were personal, heart-toheart letters of explanation from old customers, some of which aired past grievances, and others of a friendly "beg-your-pardon"

nature. The actual complaints received were less than 7 per cent, and these were mostly of a minor character. The tactful wording of the letter appealed to the best side of the recipient's nature, thus minimizing, instead of exaggerat-

ing, just causes of service faults. Within ninety days after the mailings were completed, the total value of actual first orders received through the letter campaign, as determined by specially keyed order blanks, reached the stagger-ing total of \$250,000. This sum does not include repeat orders, nor those orders that subsequently came on unkeyed order blanks, or in letter form. To recapitulate:

Number Number					
Per cent Amount	of of	replies busines	8 se	cured	\$250,000
Cost of Sales cos	cam t	paign	****		\$ 12,555

The revealing feature of the entire campaign was the same old story that advertising is constantly striving to tell; the lesson of man's frail memory, and the absolute necessity, therefore, of constantly keeping in close touch with one's customers. The 285,000 had stopped buying for apparently no reason at all—"just shopping around." This handicap, together with that of distance and "big business," was overcome by a homely yet sincere personal appeal that touched a responsive chord in the better nature of the customer that responded readily to the plea for a square deal.

Securing 105,000 new customers is in itself an accomplishment for any business organization, but do-ing this entirely by mail, on the strength of one form letter, to the tune of \$250,000 worth of new business, is a stroke of real genius. It is a tribute to advertising-to the effectiveness of the printed word properly presented.

Texas Company Reports Earnings

The Texas Company, New York, Texaco oil and gasoline, reports net earnings of \$36,043,330, after Federal taxes and charges, for the year ended December 31, 1926. This compares with part exercises of \$23,650,078, for 1925. net earnings of \$39,605,078 for 1925.

Frigidaire Subsidiary Formed to Handle Overseas Sales

Frigidaire Ltd., a Canadian corpora-tion, has been organized to handle over-seas operations of the Frigidaire Corpo-ration. E. G. Biechler is president of the new subsidiary.

the new subsulary.

Primary operations of Frigidaire
Ltd., for the present will be in England, France, and Italy. A separate
overseas organization has been perfected overseas organization has been perfected for Germany, where the electric refrigerator business is handled by Frigidaire G.m.b.H. A large increase of business in 1927 is expected, so the overseas sales organizations will be practically doubled.

Motion Display Corporation, New Business

The Motion Display Corporation has been formed at New York to market a device which shows a continuous series of brilliantly lighted, full color, life-size figures, to be used for windows and department displays.

Howard N. Morton, formerly of Albert Frank & Company, Inc., is president and general sales manager of the new corporation.

new corporation.

School Account for

Claude Arnold The Moran School for Boys, Rolling Bay, Wash., has placed its advertising account with Claude Arnold, Scattle, Wash., advertising, Magazines, direct mail and Pacific Coast newspapers will be used.

H. E. Murray Joins William J. Grover Agency

H. E. Murray, formerly designing engineer for the Garford Motor Truck Company, has joined The William J. Grover Company, Inc., Lima, Ohio, advertising agency, as an account execu-

Appointed by Superior Advertising Service, Inc.

Ross S. Llewellyn, formerly in charge of the direct-mail department of the Ludlow Typograph Company, Chicago, has been appointed production manager of the Superior Advertising Service Inc., Chicago advertising agency.

Pyrene Profits Increase

The Pyrene Manufacturing Company, Newark, N. J., maker of fire extinguishers, reports a net income of \$348.411, after taxes and charges, as against a net income of \$318.894 in

With Graphic Arts Company Ralph W. Jameson is now with the Graphic Arts Company, Hartford, Conn. He was formerly a member of the copy staff of the Manternach Company of that city.



Keeping Pace. With a fast growing Market

In 1909 the Standard Furniture Company of Jacksonville started in business on one floor with a 20-foot frontage. In three years it leased another 20-foot frontage and two years later yet another 20 feet.

But even this was soon inadequate for its needs and in 1919 the company moved to a five-story building with a 50-foot frontage. When in 1923 this proved too small this company again moved to another central location where six floors were available.

In 1926 the growing volume of business demanded still more space; so the Standard Furniture Company now occupies a large seven-story building in the heart of the business section.

This story of success parallels closely the astonishing growth of the Jacksonville district. And a significant factor in the story is that this company for the past fifteen years has advertised exclusively in—

The Florida Cimes-Union Jacksonville, Fla.

idaire siness erseas ically ion,

narket

1927

med es rporaoverorpont of idaire Engparate fected riger-

color, ndows y of presiof the

olling tising eattle, direct s will

gning Truck im I. o, adexecu-

harge f the licago, mager rvice,

extinextine of es, as 94 in

h the Conn. copy

Getting the Big Store to Feature Branded Merchandise

How Endicott-Johnson Is Interesting Larger Retailers in Stocking Entire Shoe Line and in Tying-in with National Advertising

By C. B. Lord

First Vice-President and General Sales Manager, Endicott-Johnson Corporation

BY stepping up the quality of our product and advertising our shoes nationally, in general magazines and newspapers, we are able to interest larger retailers

than formerly. During the last few months, we have completed arrangements with leading department stores and shoe retailers in many of the larger cities to feature Endicott-Johnson shoes in their departments, show windows and local advertising.

An unusual example of this cooperation occurred a
few weeks ago in
the case of the
Philadelphia store of
Gimbels. On Thursday, February 10,
this store published
a large display advertisement in Phila-

delphia newspapers which was devoted exclusively to Endicott-Johnson shoes. This advertisement featured one of our general magazine pieces of copy and gave special attention to three specific styles that were played up in our national advertising. Moreover, the store's advertisement displayed the words, Endicott-Johnson, in the same size and style of type used for the name. Gimbels.

for the name, Gimbels.

In the New York newspapers of the same date, Gimbels' New York store also used large space to announce that "Gimbels' Downstairs is now permanent headquarters in New York for Endicott-Johnson boys' and girls' shoes." Other phrases used in the advertisement were, "Good news for those who want 'Better Shoes for Every-

body'"; "'Better Shoes for Everybody' is the slogan of the Endicott-Johnson shoe family and truly have they lived up to it"; "Endicott-Johnson shoes for

> boys, girls, misses and men come in all styles from fine dress shoes to rugged work and play shoes."

In a small panel of the foregoing advertisement were the words, "Nationally advertised shoes. Endicott-Johnson shoes are being advertised in leading magazines—see their advertisement—come here for the shoes."

The point that makes these advertisements somewhat remarkable from our position as manufacturers of branded merchandise is the in-



C. B. LORD

merchandise is the interesting fact that they were not prepared by us but were written by Gimbels. Other stores with which we have recently contracted to handle our shoes are Bloomingdale Bros. and James A. Hearn & Son, New York; The Boston Store and Cutler Shoe Co., Chicago; A. I. Namm & Son, Brooklyn; Gimbel Bros., Milwaukee; Famous Barr, St. Louis; Kaufmann-Baer Co., Pittsburgh; Houghton & Dutton Co., Boston; Julius Gutman & Co., Baltimore; The Emporium, San Francisco; May Company, Los Angeles; Olds, Wortman & King, Portland, Oreg.; Buckley Shoe Co., Houston, Tex.; Davidson Bros., Sioux City; Hirschman Shoe Co., Salt Lake City and Ogden; Schuessler's, Columbus and Macon, Ga.; Pisitz, Birmingham, Ala.;

195,000 Daily

Los Angeles Examiner

425,000 Sunday

Sc. DAILY

g

tion

for the ily p to

for

nisses

o m e

from

es to

and

panel

g ad-

re the

nally

En-

shoes

rtised

azines

ertise-

re for

that

ewhat

m our

nnfac-

anded

the in-

ot pre-

en by

ich we

nandle

Bros.

New

A. I.

imbel

Barr.

Co.,

& Co.,

, San Los

King,

oe Co.,

Bros.,

e Co.,

)gden;

Macon,

Ala.;

MARCH 24, 1927

10c. SUNDAY

EXAMINER FAMILY BIG MARKET FOR ELECTRICAL REFRIGERATORS

PAPER PREFERRED BY HOMEBUILDERS

There isn't a finer medium in Los Angeles than The Examiner in which to advertise electrical refrigerators!

Carrying, as it does, a larger volume of business in the morning field in building materials, furniture and electrical appliance advertising. The Examiner has, for a long time, shown itself to be the preferred medium in those classifications peculiarly interesting to the electrical refrigerator advertiser.

Most of the business of this kind that is being done in and around Los Angeles is in installations in new homes. The homebuilder specifies the refrigerator he wants, and the architect creates his plans to include a niche for that particular model.

In this connection, an interesting fact is that 66 out of every 100 new subscribers to a morning paper in Los Angeles in the past five years have preferred The Examiner, and gladly pay the extra premium for superiority. New-comers to Los Angeles—prospective homebuilders—are finding their house plans, their building material advices, their furniture, their electrical appliances, in The Examiner's display columns.

On January 1, 1927, there were 338,569 electrical services on the power company's books for Los Angeles alone. And 1926's building permits showed 11,689 new dwellings.

With economists the country over agreeing that Los Angeles

223 Schools Completed in Year and Half

TWO HUNDRED AND TWENTY-THREE scheel buildings completed since July 1, 1922; 39 others under construction at present and plans prepared for 20 mere—these figures, according to W. E. Recend, business manager of the Board of Education, indicate that Los Angoles is keeping her school facilities adequate for her increasing population.

The 223 buildings completed since July 1, 1925, represent an expenditure of \$13,942,720, according to the report given out yesterday by Mir. Record. Nearly \$8,000,000 will be spent on those now building and those to be built.

represents the largest "all-class" group in America, with a per capita income of \$1,107 a year, and a per capita wealth of \$4,007, breaking all economic laws by increasing both figures as the population mounts, the element of "class" appeal becomes equally an element of "mass" appeal. People are the important thing to reach in such a market—the more the better, particularly when they are building homes, and are newcomers without prejudice.

The Examiner suggests to electrical refrigerator advertisers in the Los Angeles territory that it offers an unexcelled approach to prospects. And adds to the statements above (all in the records) that it has the largest home-delivered circulation in its territory of ANY newspaper, and the largest morning and Sunday circulation West of the Missouri.



"After the Others Have Retired"

A leading advertising executive writes that a compilation of Cosmopolitan stories recently sent him "is receiving close attention by all members of the household. My own reading of it comes only after others have retired for the night (because of its popularity) so I have not read the book through. My favorite 'piece' so far is Kelly's report on his stock market experience which appears to me to be as true as a photograph."

1927

Each issue is full of vital, living, throbbing, human interest stories of such a high grade of literary excellence as to absolutely insure its being read; there is enough material for many hours of interesting and stimulating reading; and a sufficient variety to appeal to every reading member of the family.

Picture Cosmopolitan being read by a million and a half such families, lovers of good reading and buyers of quality merchandise in other lines.

Bear in mind, too, that these million and a half Cosmopolitan families are admirably located to fit the needs of the advertiser, 90% of them living in the larger cities and towns where 80% of the nation's business is done and where it is easiest to do business with them.

Tell your advertising story to a large audience, a class audience, a city audience in the advertising pages of Cosmopolitan,—their favorite magazine.

63

Invite a Cosmopolitan representative to give you further information.

Advertising Offices:

326 W. Madison St.
Chicago, Illinois
119 W. 40th St.

S Winthrop Square
Boston, Mass.

Gen'l Motors Bldg. New York City 625 Market Street Detroit, Michigan San Francisco, Cal.



ESSENTIAL

in a thorough job of advertising to the American Home

FROM cover to cover, BETTER HOMES and GARDENS is devoted exclusively to the Complete Home, inside and out.

On this unified editorial appeal, BETTER H O M E S and GARDENS has won the friendship and confidence of more than 900,000 substantial American families—

and has become essential in a thorough job of advertising to the American Home.

BETTER HOMES and GARDENS

850,000 better homes-\$6 a line

E. T. MEREDITH, Publisher DES HOISES, 10W4

Advertising Offices

New York Chicago Philadelphia San Francisco Minneapolis St. Louis Kansas City



Pfeiffer Bros., Little Rock, Ark., and others are being added to the list all the time. In the case of practically all of these stores, the Endicott-Johnson line will be featured prominently in the store's local advertising, in window displays and in the shoe department.

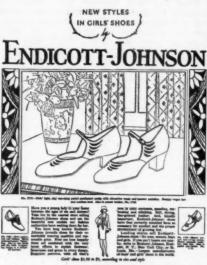
The way in which this is being handled by Bloomingdale Bros., New York, is a good example of the way the plan is working out in other stores throughout the country. Bloomingdale is located in a neighborhood which for a great many years has been known as a medium-price neighborhood. During recent years, this neighborhood has been undergoing a steady upward change, due to increasing real estate values, the erection of many fashionable apartment buildings in the neighborhood, the opening the Queensboro Bridge, and a general improvement in living conditions throughout the upper East Side. Bloomingdale is feeling this change and evidences of it are to be observed in its

advertising and the quality of merchandise it is handling. A photograph of Bloomingdale's second floor shoe department, taken shortly after our shoes

shoe department, taken shortly after our shoes were put in stock, shows what I consider to be a very striking degree of department store cooperation on a manufacturer's line of branded merchandise. On showcases all around the department are signs reading, "Endicott-Johnson Shoes for Boys and Girls." Three or four display tables down through the center of the department are decorated with "Endicott-Johnson" covers. Samples of our shoes, our own counter display cards, our bronze name tablet, and other dealer-help material, are liberally shown. At the

same time, three of the store's large show windows were devoted to displays of Endicott-Johnson shoes and advertising display features.

Manufacturers who sell through department stores do not need to be told that these accomplishments represent real achievements.



LARGE-SPACE ADVERTISEMENTS IN NEWSPAPERS
FEATURE STYLE

The question is: How did we do it?

What we are doing, as I see it, is adjusting the facilities of our manufacturing business to meet certain changes in buying habits. The demand for style in women's shoes has been growing more and more insistent and has been spreading to men's and boys' shoes. This demand on the part of the public has led many retailers into buying from scattered sources of manufacturing supply. have necessarily been fluctuations in quality and style conception in the shoes offered by of these manufacturers, some which to the retailer means an uncertain mark-up and forced sales. This condition is manifesting itself in a tendency on the part of the larger retail dealers in low and medium-price shoes, toward a standardized basis of stocking and merchandising. To meet this demand, first, from the consumer, and, second, from the retailer, we have worked out a new sales

policy.

What has been involved will probably be clearer if I explain that our business for many years was the manufacturing of work shoes for men and boys. fundamental idea upon which the business was established was volume production. To our original line of work shoes for men and boys, we added dress shoes and shoes for women, girls and children. Due to economies in manufacturing and distribution (we distribute direct to the retailer), our shoes achieved an excellent reputation for good quality and low price. We built up a national distribution among independent retailers of low and medium-price To meet the demand for style, we have been adding style lines until our volume of style merchandise now is two and onehalf times our volume of work shoes and staples.

The trend toward hand-to-mouth buying, the demand for style, and the tendency toward rapid changes in style, have necessitated changes in our factory organization. Several of our large plants, originally organized for mass production, have been di-vided into smaller units, resulting in quicker turnover and better service. As our president, George F. Johnson, said in a letter some time ago to a New York bank, mass production can only be considered practical in a few "staple shoes" sold at low prices, which do not change in style from season to season. Style shoes, with frequent and expensive changes, limit production and increase cost to both manufacturers and distributors. The answer to hand-to-mouth buying and style changes, Mr. Johnson said, is a program of readjustment by leather manufacturers, shoe manufacturers and distributors, plus more efficient

machinery so that we can more quickly, and produce and deliver faster. We have reorganized our style factories on a quick turnover basis.

About a year and a half ago. we began a large-scale campaign of national advertising in trade publications and consumer publications. Our purpose was to inform the consumer that Endicott-Johnson shoes could be secured in all the latest styles for men, women. boys and girls, and to send the consumer into dealers' stores asking for Endicott-Johnson shoes. The purpose of our advertising in trade publications was to persuade the better shoe merchants of the country that they would find many advantages in contracting to sell Endicott-Johnson shoes, provided they would meet us on a basis of mutual co-operation, the details of which constituted our new sales policy.

IMPORTANCE OF THE DEPARTMENT STORE

In our effort to interest the larger retailers, we kept in mind the fact that a large share of the family buying is done at department stores, particularly in the smaller cities and towns of the country. We wanted, therefore, to make our proposition interesting to department stores. shoe department of the average department store is not usually the most profitable department-it is more apt to be the least profitable of the store, particularly since the era of hand-to-mouth buying and rapid style changes. This era has resulted in the condition previously mentioned, namely, scattered buying, uncertain styles, too many price lines, and inability to keep sizes filled in, which usually ends in a clean-out sale, generally at a loss. Hence, the tendency on the part of the department store shoe department toward concentration on few lines and stabilization in stocking and merchandising.

Our proposition was to meet this tendency by concentration of a corresponding kind—fewer but larger dealers in each town. Instead of having many small retailmove liver our

ago, aign rade ubli-

orm ohnall

nen.

the ask-

oes.

g in tade

the

sell

ded

of of

ales

ENT

the

ind

the art-

the

the ore,

est-

The

the

ble

the

sly ly-

ice

es

SS.

rt

eon in

nd las

CENSORSHIP

WHATEVER one thinks of stage or other censorship, there are no two opinions about The New York Times censorship over its advertising columns.

This censorship is carefully maintained to protect The Times readers against whoever would attempt to defraud or mislead, or misrepresent whatever is sold.

Advertisements which are fraudulent, false, exaggerated, ambiguous, unfair, indecent, repulsive or undesirable in the public interest for many other reasons are declined by The Times.

Because of The Times censorship, its advertising columns are trustworthy as well as informative. The Times readers have the strongest confidence in the announcements in its pages.

The Times circulation is now at the highest point in its history—over 375,000 copies daily, 675,000 Sunday. In both daily and average daily and Sunday, The Times circulation is greater than that of any other New York morning newspaper of standard size.

In New York The Times is leader in volume as well as in character of advertising. The Times published 29,788,828 agate lines of advertising in 1926, an excess of 11,002,975 lines over the second newspaper.

The New York Times

ers each carrying limited assortments of our shoes, we would have, say, the town's largest department store and then the best of the largest independent shoe retailers, both of them carrying as nearly as possible the full Endi-

cott-Johnson line.

The objection of the department store to pushing an advertised brand is being met with the argument of closely co-ordinated service on an "in style and in stock" basis. In other words, we said to the retailers: "We are prepared to keep your shelves filled both as to lines and numbers, and your sizes complete, and to do it with a promptness and efficiency that would not be possible without the facilities of our organization. Our factories are anticipating your needs. Our warehouses at Endicott, Jersey City and St. Louis are adequately stocked to supply your needs at any time and at all times. whether your orders are for staple types of shoes or the very latest dress styles for men, women, boys and girls."

In selling, it is always easy to go down, but hard to go up. our campaign to secure the larger retail dealers in low and medium price shoes, we considered only the larger cities of the country for our first effort, with first, second, third and fourth choices in each. So far we have four stores in New York, two in Chicago, one each in Philadelphia, Boston, St. Pittsburgh, Baltimore. Minneapolis, San Francisco, Los Angeles, and about thirty other cities. Proceeding thus from the largest and better known stores, our sales effort on the leading stores in other cities should be

increasingly easier.

How has it been possible for us to secure co-operation from department stores in featuring our branded merchandise? There are three answers to that question: First, our national campaign of advertising to consumers and merchants, which has been driving the name, "Endicott-Johnson," into the consciousness of the public and the trade. Second, reorganization of our producing and dis-

tributing machinery to meet the demands of a changing buying habit on the part of the public. Third, formulating a program of mutual co-operation which makes the big retail store "Endicott, Johnson" headquarters in the local community, the store co-operating by tying-in with our national advertising with local advertising, window displays, and other merchandising efforts, and our co-operation consisting of service on an "in style and in stock" basis.

We have a sales organization of some 300 salesmen calling on the retail trade. Advertising and selining have been closely co-ordinated. Every step has been carefully planned in advance, and every detail of our sales policy has been merchandised back and forth throughout our own organization and the retail trade to bring about

the desired results.

THE KEYNOTE OF THE CAMPAIGN

For example, we decided to make our advertising in the trade publications the keynote of our sales campaign. Proofs of each advertisement have been rushed to our salesmen a week in advance of publication, with bulletins, and, in many cases, samples of the shoes featured in the copy and instructions to take orders for those numbers. The standings of the men in our various sales contests are reported, in these bulletins. They also contain reproductions of our national advertisements, photographs of shoe departments and windows of large stores, and all information that will help the salesmen impress their prospects.

We have called our new sales policy "The Endicott-Johnson Proposition" and have now placed in each a alesman's possession a large leat er-bound portfolio with every detail of our proposition presented in tangible form. This big portfolio is stamped in gold on the outside cover, "The Endicott-Johnson Proposition." We have purposely made the portfolio rather bulky and impressive-looking, because we felt our proposition is a big thing and we chose

1927

blic.
of akes

ting ading,

coon sis.

of

the

ted.

illy

de-

een

rth ion out

N

to

ade

ur

ich

to

ice

nd.

the

in-

se he

sts ns.

of

10-

nd

a11 he er es on ed a th on is n tve io k-SB



85% of the world's motion pictures are made in and around Los Angeles. The film payroll amounts to \$1,000,000 a week. Many celluloid strips cost as much to produce as a skyscraper.

Everyone in movieland—stars, producers, cameramen, writers, costumers, chemists, carpenters, and the whole population of "fans," read the beautiful Sunday "studio" supplement issued with the Los Angeles Times. "Picturing the pictures," it lets the outside world peek within the studio walls, the only newspaper supplement anywhere devoted to the production end of motion pictures.

Local features to meet local tastes are one of the reasons why the Los Angeles Times has (1) the largest home-delivered circulation, (2) the largest advertising patronage of any newspaper in its field.

Los Angeles Times

Eastern Representative
WILLIAMS, LAWRENCE & CRESMER CO.
360 N. Michigan Blvd.
CHICAGO 285 Madison Ave.
NEW YORK



FROM I

di

ci

Sl

cl

F

d

tl

n

I

I

S

iı

n

t

0

elip

tff

From the first lett in the alphabet of the last — look on the list of nation newspaper advertiers. You will find the pacemakers of Ame ican business usin the Cincinna

Times-Starregularly as their princip medium of contact with the Cincin nati market.

Push your investigation further. Yo will find many of those whom your stantly recognize as the master mind of scientific space buying exclusively ithe Cincinnati Times-Star. It matters litt what classification you may scrutinize, the picture will be the same.

If any doubt remains as to the judgmen of the agencies responsible for the schedule of national advertisers, turn to the core sponding classifications among the loca advertisers of Cincinnati, the merchant the banks, the public service corporation who are dependent absolutely upon the home market for their bread and butter Group by group, classification by classification, you will find that the leader among them rely, upon the Times-Star at the very backbone of their advertisin schedule. You will find them using mor

CINCINNATI

Member Audit Bureau of Circulations

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manag

irst lett

habet 1

look ov

nation

adverti

of Ame

ss usin

innat

princip

Cincin

ner. Yo

vou in

er mind

ively i

nize, th

dgmen hedule

e corre

chants

ation

on th

butter

leader

Star a

rtisin

mor

ON BVD to BABSON

display lineage in the Times-Star than in any other Cincinnati newspaper. You will find hundreds of the most successful among them using the Times-Star to the exclusion of all other newspapers.

For nineteen years, without interruption, this paper has dominated the Cincinnati market like a Colossus. In 1908 the Times-Star carried 395,787 lines of display advertising more than the second Cincinnati newspaper. In 1916 the Times-Star distanced the second paper by 1,814,547 lines. In 1926 the margin reached the total of 2,505,475 lines.

Incredible as it may appear, the cost of complete advertising coverage of the Cincinnati market in the Times-Star is substantially less than the cost of partial coverage in any other Cincinnati newspaper or combination of newspapers. The explanation is to be found in precisely the same economic principles that determine costs in any other manufacturing enterprise — production volume and economical distribution. The Times-Star has by far the largest city and suburban circulation of all the newspapers in Cincinnati. Its percentage of scattering circulation is by far the smallest.

The resulting economies are passed on to the readers of the Times-Star in the form of better news service, better features service, better editorial service and better advertising service.

To the advertiser they are consolidated in the form of more complete coverage of a compact market, in circulation that combines quality with quantity and in a milline rate that makes Cincinnati one of the most economical markets in the United States.

TIMES-STAR

anag W. 40th Street, New York

Kellogg M. Patterson; Western Rep. 904 Union Trust Bldg.; Chicago this way of emphasizing its im-

The preparation of this portfolio has covered a long period of time. As it is to be a permanent feature of our sales work, it is loose-leaf in construction to take care of changes and additions. The contents are almost entirely pictorial, with actual photographs instead of halftones, and what reading matter there is, is printed in very large type and condensed to the smallest number of pages. These portfolios -have been very expensive to get out, and because of the elaborate scale upon which they have been designed, and the labor involved, they are only just now reaching our district representatives and salesmen.

The portfolio is being featured in a business-paper advertisement. The appearance of this advertisement will stimulate the interest of the shoe buyers we are now trying to reach and stimulate our representatives to make use of the portfolio at a psychological moment.

What we have tried to do in putting our proposition into portfolio form is to convey some idea of precisely what the name, "Endicott-Johnson," can be made to mean to the large shoe retailer. At one quick glance, he gets a vivid impression of the completeness of the whole thing, the men comprising the company, some-thing like 800 numbers of shoes, over thirty photographs of tan-neries, shoe factories and distributing warehouses, the extent of our national advertising, assistance on local tie-up advertising, sales promotion, outlines of selling policies, facts and suggestions on matters of turnover, profit margins, retailing costs, and the kind of service that will eliminate that bogey of every shoe retailer, namely, "I'm sorry, but we're just out of your This last point is stated thus in our "Proposition": "Our shipping facilities enable us to give twelve-hour service on practically all orders. This means that your order is shipped within twelve hours after it reaches our warehouse. This service enables you to carry less stock in your store.

to eliminate entirely the risk of style changes and, at the same time, supply your trade with style and quality shoes in increasing volume."

In our proposition to the larger retailer, we begin at a point that touches his interest first of all namely, what will be best for him. The only way to make money in the shoe business today, we tell him, is to carry a small stock and turn it rapidly. Any shoe store or department that is not turning its stock three times annually is not making money. After showing him in actual sales figures what it would mean to him to have three turnovers a year and how four turnovers a year would increase his net profit without increasing his overhead expenses, we talk "budgeted buying" as the first step toward increasing turnover. We show him our large accounts which are averaging six and eight turns a year.

We talk to the retailer in terms of his own community and its shoe requirements, and urge him to consider each line separately. men's, boys', women's, misses' and children's, just as though he had four specialty stores under one roof and had four separate and distinct lines to merchandise. We help him determine the least number of shoes for each of the four lines that will fit the requirements of his customers and urge him to avoid adding to the amount of his stock but to keep the stock con-stantly sized up, eliminating old styles and adding new ones. Then, we say, concentrate your purchases by choosing the manufacturer who is in a position to furnish you with quality and style shoes profitably.

Pepperell Advances Duncan Rogers

Duncan Rogers has been advanced to assistant sales manager of the Pepperell Manufacturing Company, Boston. He Manufacturing Company, Boston. He will be in charge of New England sales. Mr. Rogers was formerly advertising manager, and also New England sales manager of the company.

Frank L. MacDonald has been appointed assistant New England sales

manager.

They Gave Haberdashers \$68,000,000 Last Year!



ORE than \$200,000 a day for a whole year and all for hats, shirts, underwear, ties, hosiery, collars, handkerchiels, and other articles of men's wear. The men of this Great Herald and Examiner Family actually had a bill for haberdashery for that much last year and this year it will probably be even greater.

of me yle

ing

hat all. im. in tell and оге ing 18 Wres ive ow 111inses. the r11ac-Six

ms

im lv.

nd

ad

nie

nd

Ne mur

nts

to

nis

nold

en, ses ho

es

n

He es.

ing

But that's only a small part of what this Great Family spent as a whole. They gave millions for furniture, for food, for home appliances, for luxuries, for every commodity on the market. It does not matter what you sell, this Great Herald and Examiner Family constitutes a tremendous and fertile market for you.

This great family represents a huge community with wide and diversified

interests . . . five million people every Sunday and a million and a half daily—open-pursed, free thinking folk . . . youthful, virile people—whose interests and buying instincts are modern.

Every year this family spends \$1,500,000 more to read your message in the columns of the Herald and Examiner than they would have to spend to read it in the other morning and Sunday newspaper. This is true acceptance, spelled in dollars! And the slight cost of reaching them makes the Herald and Examiner one of America's outstanding advertising buys.

A representative who knows this great family and the best way of winning its confidence, will call at your request.

CHICAGO HERALD and EXAMINER

The largest morning newspaper circulation in America at its price

NATIONAL ADVERTISING DEPARTMENT

NEW YORK CHICAGO BOSTON SAN FRANCISCO
1834 Broadway 326 W. Madison St. 1035 Little Bldg. Monadnock Bldg.

"... SELL IT IN THE AI



SUNDAYS

~ the entire family reads the newspaper

"Where's the paper?"—the first question Sundays—the question asked even before breakfast. And presently the entire family reading one edition—generous in size in order to match the demands of all members.

SUNDAY is reading day. Your mind must be full of pictures such as the one shown here: Father anchored in the news section; Tom, deep in sports; Dorothy searching the society news for her name among those present; the children on the floor bent over comics; and what is the Chancellor of the Home Exchequer doing? Mother is reading the advertising first with as much xest as if it were a bill-of-fare. And mother spends the bulk of the family money.

Sundays when the family discusses purchases

More of the family home. All open minded—ready to listen, talk, discuss and settle whether they'll choose new furni ture, buy a new car, and get in step with electrical refrigeration.

Don't you wish you could have a salet man there now—when most of the familiare home, when they're in Sunday's le sured, interested frame of mind? You can

NATIONAL

NEW YORK

ADVER

CHICAGO

35 E. Wacker Dr.

ALY HOME NEWSPAPER"

Sunday New York American will tell story to 1,063,341 homes. And this endous figure multiplied by the much ther number of morning, noon and it readers that a Sunday newspaper tys. But where? And how do cirions compare?

Metropolitan New York 724,449-41 cent of the total circulation of all four derd Sunday newspapers, the largest ropolitan circulation of any standard spaper in America-morning, evening Sunday. Consumers of food, clothing,

In The Golden Suburbs

50-mile suburban territory alone, 725-more than all three other stan-Sunday newspapers combined—more newspapers combined—more than all dard New York evening newspapers bined. And regular, generous buyers all goods distributed through groceries drug stores.

ership-no doubt about it-but what t quality?

Westchester, Suffolk and Nassau Coun-t, the Sunday New York American the as many homes as the next two dard Sunday newspapers added to-

e's quality-localized. Families with luxuries are necessities.

Everywhere in and around New York—domination

districts, the huge, concentrated

circulation of the Sunday New York American dominates. There is as much quality as in any million-more, proportionately, than in smaller circulations. readers are young, responsive, eager for everything that adds to the comfort and enjoyment of life. They pay 10 cents for the Sunday New York American—30 per cent more than for other Sunday newspapers.

And these unequalled numbers on Sunday-when one newspaper is read all day when more read advertising.

The greatest purchasing group in the world! The day when families plan their larger purchases!

Makers of important purchases—Monday, Tuesday, Wednesday, Thursday — all through the following week.

For no newspaper equals a Sunday newspaper for keeping at creating business. Specific evidence proves that the Sunday New York American keeps on producing sales day after day.

No matter what New York newspapers you may select, your list can't be strong on suburban coverage in the richest market without the Sunday New York American. Most families read one newspaper Sundays.

Telephone us to submit to your judgment suburban circulation figures of all New York newspapers.

To reach your market-to sell your product-Sunday is the day, the home is the place, and the Sunday New York American is the newspaper.

* In Westchester, Suffolk and Nassau Counties, the three richest suburban counties in America, the Sunday New York American reaches more than 50 per cent of the native white families.

In these counties are 65,180 income tax payers, 115 golf courses, 133,019 owners of passenger cars.

In the Sunday New York American you reach actually many more of these people than in any other New York newspaper, morning, evening or Sunday.

Sunday New York American

"The Backbone of New York Advertising"

Sunday A. B. C. 1,063,341

ERING DEPARTMENT

OSTON

SAN FRANCISCO

Monadnock Building

scusses

All open fiscuss and new furni step wit

ve a sales the famil

10.5 Winthrop Sq.

Whetting the Appetite of Milwaukee!



Milwaukee housewives are interested in good foods and their preparation. In the food columns of The Sentinel they find the answer to their quest for food facts.

A weekly recipe competition offering only a nominal award has brought nearly five hundred responses over an eight-week period. More than 23,000 earnest women attended The Sentinel's recent Cooking and Home Makers School.

They are as readily responsive to advertisers' messages appearing in their favorite newspaper, and are financially able to become good customers.

Based on the circulation of The Morning Sentinel (exclusive of Sunday) in the greater Milwaukee area alone, we find this great family spending more than \$27,000,000 annually for food.

MILWAUKEE SENTINEL

ti si w

m

By far the largest circulation of any morning or Sunday newspaper in Wisconsin

National Advertising Department

NEW YORK CHICAGO BOSTON SAN FRANCISCO W. W. CHEW W. H. WILSON W. W. CHEW T. C. HOFFMEYER 285 Madison Av. Heerst Building 1035 Little Bld. Monadance Building

Unseasonal Copy for a Seasonal Seasoning

A Change in Its Type of Advertising Increased Bell's Seasoning Sales
Without a Corresponding Increase in Advertising Expenditure

By N. S. Dillingham

Treasurer, William G. Bell Co.

THE great bulk of our product, Bell's Seasoning, is bought by the consumer between September and January, with the peaks of buying at Thanksgiving and Christmas. Because this product

is seasonal, we, like many others making seasonal products, thought that we could not apply to it successfully certain of the advertising ideas that have helped to put over year-around products in a big way. But we decided to try—and did so this past season.

The results were well beyond our expectations. In New England and New York territory, on which we concentrate to considerable extent, sales increased more than 20 per Substantial increases also resulted in other territories. particularly in and around some of the larger cities in various parts of the country.

One of the outstanding features of the experience was that these satisfying results were obtained

with little or no increase in our advertising expenditure.

Most advertisers of seasonal products would not think it advisable to apply to the advertising of a seasonal product the indirect method of selling the uses of the product rather than the product itself. Nor would they be inclined

to employ the idea of submerging the product in a human-interest appeal. The objection to either would be, of course: "Seasonal copy does not extend over a sufficient period of time to get results

Chicken? Turkey? Duck? Goose?

WHATEVER you choose for the Big Dinner the Big Day, you want it served up in finest style.



The meal will be a real event, long remembered by all lucky enough to be present, if the stuffing is made the good old-fashioned way with Bell's Seasoning.



The spicy flavor of this famous seasoning adds asver and tastiness to poultry. Good cooks have known it and used it for generations. Ten cents a package at your greece's! The Wm. G. Bell, Co., Boston, Mass.



Mr. Edwards goes duck shooting

WMENEVER he brings home a brace of ducks, it means a dinner party.



Mrs. Edwards is a charming hostess—and an expert when it comes to rosating duck. Her guests are always particularly enthusiastic about the stuffing—and sie's generous with her secret of success!



It's Bell's Seasoning that sines the trick, she tells them. It gives that spley tasts and it adds that unusual flavor to the gravy. Fine for all kinds of positry, of course. Try it with chockes. Ten cents a package at your grocer's. The Wm. G. Bell Co. Bostes. Mass.



INFORMAL, INDIRECT COPY, SIMILAR TO THESE TWO EXAMPLES, WAS USED WITH SUCCESS IN THIS NEWSPAPER CAMPAIGN

by such indirect methods as these. Yet both these ideas were used in our copy this past season. Furthermore, we accredit a good part of the success of the campaign to their employment.

In contrast to the display type of advertising formerly used, all the copy was in conversational

style-a single newspaper column in width and four to six inches in depth. Catchy headings in blackface type were followed by text packed with human interest and broken up by one or two small

The same general plan was used in all the copy. Headings catching the housewife's eye were aimed at particularly. For instance: "She can roast a chicken in great style," "Everyone demanded a sec-ond helping," "Sally's special din-

ner," etc.

The text, in selling the uses of the product instead of the product itself, emphasized roast duck and other savory meat dishes, sometimes giving recipes for making them, and stating that they would always be tastefully flavored if Bell's Seasoning was used in pre-paring them. For example: "And everyone agrees that the stuffing is the spiciest, tastiest, most flavorful you ever tasted. Sally makes it with Bell's Seasoning-a trick her mother taught her!'

In making a human-interest appeal, such things were emphasized as the joy and satisfaction of a dish well seasoned, the housewife's gratification on having guests comment favorably on her cooking, etc.

Another year-around advertising idea which was applied to this seasonal campaign was that of regular and frequent insertions instead of a now-and-then schedule. Newspaper advertising was concentrated in New England and the territory in and about New York. We used Boston newspapers twice weekly and several metropolitan New York papers with equal frequence during the campaign. whereas in previous campaigns we ran much larger advertisements once a week in scattered newspapers.

order to reach dealers outside of these territories we employed, with effectiveness, another favorite method of the yeararound advertiser-business-paper copy of the "tear-out-this-pageand-send-it-in" type. We used a series of full pages in a grocery publication. We got 220 inquiries from our first advertisement and

a surprising number from subsequent ones.

Other ideas that have proved successful in year-around advertising also were used with effective results. For example, all the advertisements contained a local dealer tie-up in the form of the following phrase: "Ten cents a package at your grocer's." know from the number of new dealers who sought stocks of the seasoning to meet the demands of their patrons that this was successful.

The campaign certainly convinced us that tested advertising methods of the manufacturers of year-around products can be applied with success to advertising a seasonal product.

Plan to Re-Organize Station WCCO

The Washburn-Crosby Company, builder and owner of Gold Medal radio station WCCO, St. Paul-Minneapolis, which has been financed by that company together with the St. Paul Association and the Minneapolis Civic & Commerce and the minitespons are organiza-tion of that station by the Northwest Broadcasting Company. Under the new Broadcasting Company, Under plan, the Washburn-Crosby Company suggests the sale of 20,000 shares of 7 per cent preferred stock, par value \$10. Management would be invested in a special board representing the Washburn-Crosby Company and the two civic organizations.

In the event the proposal is not accepted, or some arrangement made by September 1, 1927, the company will find it necessary to sell the present physical assets of the station, "in such manner and for such price as it may determine." The gross cost of maintaining the present radio service is said to be approximately \$175,000 a year.

Earl H. Gammons, publicity director of the station, has been supristed any

of the station, has been appointed man-ager, succeeding H. A. Bellows, re-cently appointed a member of the new Federal Radio Commission.

Union Carbide Reports Increased Net Income

The Union Carbide & Carbon Corporation, New York, reports for the year ended December 31, 1926, a net income of \$24,142,606 after Federal taxes, depreciation, interest, and subsidiary companies preferred dividends. This compares with a net income of \$20,021,327 in 1925, and \$16,771,312 in 1924.

1, 1927

subse-

roved

dver-

effec-

ll the

f the

nts a

We

new f the

ds of

SUC-

contising

rs of

e ap-

tising

tion

station which ny to-

ciation

ganizathwest

mpany

s of 7

e \$10. a spehburn-

civic

ot acde by

y will

resent such may

mains said

year.

mans, re-

e new

In-

orpor-

year ncome s, deidiary

This

\$20,-12 in "The Hancock of the Stands"



EVENING GRAPHIC

25 City Hall Place

O UR friend, the late Victor Herbert, asked us one day if we knew what John Hancock said when he signed the Declaration of Independence. We confessed our ignorance of the circumstance, although John Hancock's signature is quite as familiar to us as our own doorstep.

"You know," Herbert said, "that John Hancock's is the largest signature on the Declaration. After he made it he turned to one of his fellow delegates and smilingly told him that he thought that signature quite big enough for the King of England to see at once."

JOHN HANCOCK thus proved that he had the publicity sense well developed. Had he lived in our time, he might have been the President of an advertising agency and in that capacity have produced copy so striking that "King Public" could not have mistaken its meaning.

The GRAPHIC is John Hancock's signature on the newsstands.

With its distinctive cover it stands out among all the other papers, attracts to it more than 350,000 home readers every day and holds them by the highly personalized nature of its appeal.

W E guarantee 300,000
—so here is a considerable bonus for advertisers.

Chicago Advertising Groups Welcome O. C. Harn

New Managing Director of Audit Bureau of Circulations Tendered Good-Will Dinner

A S evidence of their good-will several hundred advertising men and publishers were hosts to O. C. Harn, recently elected managing director of the Audit Bureau of Circulations, at a luncheon in Chicago, March 17. The occasion for the luncheon was Mr. Harn's arrival in Chicago to succeed the late Stanley Clague, for many years manager of the Bureau.

Walter A. Strong, publisher of the Chicago Daily News, M. C. Meigs, publisher of the Chicago Herald and Examiner, William E. Dever, mayor of the city, and W. R. Dawes, president of the Chicago Association of Commerce, all spoke of the importance of the Audit Bureau's work and voiced a cordial greeting to Mr. Harn. Wilbur D. Nesbit, first vice-president of the William H. Rankin Company, Inc., presided at the speakers' table, at which sat the heads of a dozen Chicago advertising groups and others prominent in publishing and advertising.

Although advertising cannot yet be looked on as one of the exact sciences, it is making notable strides in that direction, Walter A. Strong said. Its economic importance and value gain greater acceptance in proportion to the success of advertising and pubinterests in accurately measuring the quantity and quality of circulations. "The work of directing the activities of Audit Bureau is difficult," Mr. Strong declared. "It needs a man with the wisdom of Solomon and the kick of a mule. I hope we will find Mr. Harn a benevolent Mussolini."

Mr. Meigs sketched the mature experience that Mr. Harn brings to the Audit Bureau as a result of his years as advertising manager and chairman of the sales committee of the National Lead Company and his presidency of the Bureau for the last six years.

In responding to the several greetings, Mr. Harn spoke of his pleasure at taking up the work carried on for many years by Stanley Clague. "Advertising is still being attacked by theorists as economically unsound," he said. "But anyone who has really studied the business can combat that belief, although there is some unsound advertising."

Homer J. Buckley was chairman of the committee which arranged for the luncheon to Mr. Harn. Co-operating with him were E. R. Shaw, Henry Sulcer, Chas. H. Stoddart, Robert J. Virtue, Paul S. Van Auken, the Chicago Advertising Post of the American Legion, the Agate Club, Western Council, A. A. of A. A., Chicago Better Business Bureau, Chicago Business Papers Association, Engineering Advertisers Aston.

sociation, White Paper Club, Women's Advertising Club of

Chicago, and the Newspaper Rep-

resentative Association of Chicago.
At a board of directors meeting,
March 15, Frank Harwood, advertising manager, American Tobacco Company, New York, and
Stanley Baldwin, advertising manager Willard Storage Battery
Company, Cleveland, were elected
members of the Board. They will
fill vacancies caused by the resignation of O. C. Harn and W. W.
Wheeler of the Pompeian Company. Cleveland.

New Advertising Business at St. Louis

C. H. Trapp has started an advertising business at St. Louis under his own name. Until recently he was secretary of the Anfenger Advertising Agency, St. Louis.

The United States Radiator Corporation, Detroit, Capitol boilers and United States radiators, reports a net profit for the year just closed, 1926, of \$1,438,513 against net profits of \$1,386,092 for 1925. ed eethis

ork

g is s as said.

eally nbat ome

air-

Mr. him lcer, Vir-

Chi-

the

A., eau, ocia-

As-

Repago. ting, ad-Toand nanttery ected will esig-W.

at

ertis-

s own

retary gency, The most productive advertising plans are, as a rule, so simple that they would hardly have a Chinaman's chance in competition for the business of an advertiser who has not learned properly to value a long record for consistent agency performance.

McJUNKIN ADVERTISING COMPANY
DOMINANT IDEA ADVERTISING

5 SOUTH WABASH AVENUE, CHICAGO

Billion Dollars to SPEND!

THEY may not ride in a Rolls-Royce and perhaps they didn't go to college, but there are two million two hundred thousand of them in this country and they earn more than five billion dollars every year.

These people may not be of the leisure class. For the most part their homes are modest. Most of the women do their own housework and care for their own children. The men work in offices, factories and travel on the road, making a decent living and saving a few dollars as they go.

They are so busy with the problem of living that they do not find time to read many magazines. True Story is practically the only publication that goes into their homes.

True Story is their favorite because it is written



about them in language they can understand. For the stories in this magazine are not fiction, but true stories written out of the hearts of the readers themselves—stories of their loves, their tragedies, their triumphs and their failures.

So vitally interested are the readers of this magazine that they watch eagerly for its appearance on the newsstand each month, paying 25 cents a copy, more in total than is expended by the readers of five leading magazines for women.

Individually these people are not wealthy, but in the aggregate, they have five billion dollars to spend. And the only way you can be sure of reaching them with your advertising message is through the columns of True Story Magazine.

What the Mail Order Advertiser Learned about True Story

The mail order companies were first to discover the responsiveness of True Story readers to advertising. Our files today are filled with letters stating that inquiries from True Story cost less than those from any other publication.

Among the prominent advertisers in this group who have found True Story advertising profitable are:

SPEAR & CO., KALAMAZOO STOVE CO., WOMAN'S INSTITUTE, LA SALLE EXTENSION UNIVERSITY, U. S. SCHOOL OF MUSIC, SPIEGEL, MAY STERN CO., INTERNATIONAL CORRESPONDENCE SCHOOL, THE ALADDIN CO., CHICAGO SCHOOL OF ENGINEERING, STRAUS & SCHRAM, LANE BRYANT.

What the Toilet Goods Manufacturer Discovered

The next advertising classification to see the rich op-

the hey read tory pubheir

fatten portunity in True Story circulation was the drug and toilet goods manufacturer, and today this magazine is among the leaders in volume of this kind of advertising.

Among the well known advertisers who have found it profitable to use True Story are:

LISTERINE, FLEISCHMANN'S YEAST, LUX TOILET SOAP, LUX FLAKES, DAGGETT AND RAMSDELL, DJER KISS, KOTEX, PRINCESS PAT, ZONITE, ODORONO, BOURJOIS, POMPEIAN, CREME ELCAYA, FORHAN'S, MULSIFIED COCOANUT OIL, GLAZO.

Nearly Two Billion Dollars for Food

When we consider that food

is one of the prime necessities of life, it seems curious that more food manufacturers have not seen the possibilities of this great True Story market.

The True Story Family Budget is five billion dollars. Thirtyfive per cent of this sum or one billion seven hundred and fifty million dollars for cereals, soups, beans, beverages, meats and the other commodities that go on the table.

Isn't it possible that you have overlooked an important market by failing to include True Story in your advertising plans?

Isn't it possible that out of the five billion dollars which these people have to spend, there is money available to buy more of the merchandise you sell?

Remember that nearly two and a quarter million people read True Story

> every month and that this is practically the only magazine they do read.

These people are not poor. Their income totals five billion dollars every year.

Wouldn't you like to tell them something about the wares you have to sell?

if

The Only Way to Reach Them

True Story goes into homes that read no other magazines.

Impartial surveys made by the Association of National Advertisers and Thresher Service prove True Story has far less duplication than any other leading magazine.

Advertisers who use the five leading women's publications reach only 18% of the True Story readers.

If you used all of the eight leading magazines you could only reach 25% of True Story's circulation.

You can be sure of reaching the other 75% only through the advertising pages of True Stery.

TRUE STORY

The Only Magazine They Read

A Clever Reply Won't Get You That Job

Some Examples of How Not to Apply for a Job by Mail and Some Advice by an Advertising Agency Executive

IT has been said that a man is but half a man when looking for a job. I wonder what proportion of a man he is when applying for a job by answering an advertisement.

The difficulty seems to lie in being natural. Many hundreds of letters come within my notice during the year and seldom is it possible to tell from a letter just what kind of man has written it.

I think the man who tries to be 'unusual" is the worst. "I don't know how to instance: talk very loud about myself. don't know how to brag. I don't know how to be a four flusher or

a welcher. I'm square."
And another: "Boy! the money you spend on space makes me suspicious you're looking for a cheap man. My background is all right, so is my foreground. My experience is made to order for you, but let's get together for the low-(Sotto voce) I know some real guys if you don't like me."

Then there is the facetious: "Have had experience on both sides of the fence, guilty of the atrocity of a college education and am quite successful, well established as a leader in another field, and though not a member of the over-night financially independent club, I find my prospects very limited.

"I am twenty-The boastful: seven years old, single, full

'pep' and rarin' to go. What have

The man who states what isn't "I'd give a thousand dollars if I could talk face to face with you fellows.'

The questioning: "Do you really and truly seek talent be-

yond the ordinary?"

The man who does not sign the letter because after a long description of himself he feels, "Even at \$50 a week, what advertising

agency would hire a man who took seven weeks on words and design for a single piece of copy because a national advertiser was looking for something extra good?

none of course."

Another man, who asks a salary of \$12,000 a year, begins: "Lightning never strikes twice in the same place nor in the same way, they say. Because a man is very successful in one environment is no sign that he will be in another. The qualities you are seeking in your man are certainly the units of measure of a specific performance. You will never be sure you have really found him until your advertised description becomes his record with your organization.

Then there is the banal: "I desire to apply for the position as advertised. The three words in your advertisement, 'Please write us,' appealed to me and to be candid, these three words caused me

to apply.'

The endeavor to give the impression of "high pressure": "That ad of yours is sufficiently interesting to deserve a complete résumé of my history. However, I can't for the life of me see how I can 'make' it. I'm trying now to crowd twenty hours' work into an eight-hour day and all I can spare is a few minutes before dashing out for a bit of lunch." This burst of haste is followed by a long, leisurely written letter.

The abrupt: "Getting down to brass tacks, regarding your adver-

tisement.'

"Let's get inquisitive: closer together and find out just what kind of a man you need," ending, "and if the job isn't big enough eventually, I will look for one that is."

The odd: "I am an ectrospective thinker, looking at, into and

through a product."

Then there is he who writes in the negative: "No, gentlemen, I

lion mil-

1927

als, ges, om-

the

you -10G

to our

out lars e to

railthe

arly lion tory

onth this ally nag-

do ople

OOT. ome billlars

dn't tell me-

out you sell?

am not the man you have advertised for, but I believe that given an opportunity I may eventually render valuable service in your

worthy organization."

The man who tries to get around the age limit: thirty-eight, grey-haired to point of dignity, but still young enough to have the ambition and enthusiasm of twenty-five."

Then there is the poet:

I'm writing you this letter, In a novel sort of way,
To gain your kind attention,
To what I have to say.

Five verses, the last one:

I wish a nominal salary, Any amount you'll say,
If you're interested, let me know,
I'll see you right away.

That's enough to show what I Think of it; with many of these fellows the need is desperate and yet hoping against hope they try to be clever or original—and fail.

As one deeply interested in the subject, may I suggest to those answering advertisements:

1. Be yourself.

2. Be moderate in your claims. 3. Be natural when you make them.

4. Never be fresh.

5. Never try to make an im-pression by an unusual trick of approach.

6. Take time over the letter-

don't just dash it off.

7. Go over your letter before mailing it to see if it contains loose statements or gives wrong impression of you.

& Radiate sincerity, not anx-

iety.

The quotations are all from answers received from a single advertisement in a metropolitan daily and are by no means all the false starts and finishes that one advertisement produced.

Joins Century Advertising Service

J. M. Rosenthal, formerly with Canada Dry Ginger Ale, Inc., is now with the Century Advertising Service, Inc., New York.

Harry Gould Heads American News Company

Harry Gould, for the last four years general manager of the American News Company, New York, has been elected president. He succeeds Samuel S. Blood who has been made chairman of the board, a newly created office. Mr. Blood had been receident from 1012.

Doard, a heway created omce. asr. Doog had been president from 1913.

Herbert Greenwood was elected secretary, succeeding T. C. Farrelly, resigned. L. A. Neis was re-elected vice-president and Mr. Blood treasurer.

Exide and Willard Batteries Report Earnings

The Electric Storage Battery Company, Cleveland, Exide batteries, and the Willard Storage Battery Company, Philadelphia, in their consolidated report for the year ending December 31, 1926, show a profit of \$6,733,781 after expenses and charges, but before Federal taxes. This compares with \$5,526, 105 after deducting actual Federal taxes of \$1,086,595 in 1925.

De Puy Appoints F. P. Syms Eastern Representative

Frank P. Syms has been appointed Eastern representative of the De Pay Banking Publications, Des Moines, Iowa, with headquarters at New York. He will handle the advertising and editorial interests of the six publications of the firm in the Eastern territory. Mr. Syms was formerly associated with the National Park Bank, New York.

Women's Wear Account to Seattle Agency

Del Mode, Seattle, Wash., manufac-turer of women's wear, has placed its advertising account with Howard R. Smith, advertising, also of Seattle. Smith, advertising, also of Seattle. Direct mail and business papers will be used.

G. F. Konold, Jr., Heads Warren Tool & Forge

George F. Konold, Jr., has been elected president of the Warren Tool & Forge Company, Warren, Ohio, to fill the vacancy caused by the death of James D. Robertson.

Will Direct Sales of National Lock Washer Company

G. L. Masters, for the last six years with the National Lock Washer Company, Newark, N. J., has been made assistant general sales manager.

Joins Dayton Agency

Joins Dayton Agency
R. E. Hutchinson, vice-president of
the former Mason-Warner Company,
Chicago advertising agency, has joined
the staff of The Geyer Company, Dayton, Ohio, advertising agency.

ears lews cted lood the

re-

es

and any, re-31, fter Fed-

26,-

ns ated

wa,

in-

yms Na-

0



TO ACCOMPLISH YOUR PURPOSE

When you order either "straight" printing or direct-mail you have a definite purpose in mind.

At the Isaac Goldmann plant you will find an intelligent understanding of your objective, and a vision which projects itself beyond the physical properties of printed forms to the purpose you expect to accomplish by their use.

As the successful salesman stresses what his product, or service, will do for the customer, our first thoughts center on what the printing is expected to accomplish—and after that on the printing itself.

ISAAC GOLDMANN COMPANY

ESTABLISHED 1876

"Printing of Every Description"

80 Lafayette Street

Phone Worth 9430

New York City

ears com-

cted

Art Directors Club to Hold Sixth Annual Exhibit

THE sixth annual exhibition of advertising art, sponsored by the Art Directors Club, will be held at the Art Center, New York, from May 4 to 28, inclusive.

This announcement closely follows the annual meeting of the club at which Arthur Munn, of Young & Rubicam, was elected president. He succeeds Peirce Johnson, of the J. Walter Thompson Company.

Gordon C. Aymar, of the Thompson company, becomes first vice-president; Carl Burger, Barton, Durstine, and Osborn, second vice-president; William Wathall, Frank Presbrey Company, secretary, and Stuart Campbell, Ray D. Lillibridge, Inc., treasurer. These officers, together with Peirce Johnson and Anthony P. Ascherl, George Batten Company, constitute the members of the executive committee.

The exhibition will be divided into seven sections as follows:

Paintings and drawings in colors.

Posters and car cards.

Black and white illustrations.

Magazines and newspaper pen-and-ink

illustrations.

Decorative designs.

Typographic pages.

Photographs—unretouched and re

touched.

One of the main purposes of the exhibits is to give advertisers and agency executives the opportunity of reviewing, from year to year, the tendencies of advertising illustrations, that they may better utilize the work of artists, and encourage them in their work.

The closing date for rough proofs is March 21. Originals which have been accepted and framed, are to be sent after March 21, and before April 11, the closing date. An entry fee of \$3 will be charged for each picture accepted and hung. All matter submitted must have been used for advertising purposes, and have appeared prior to January 1, 1927, and preferably during 1926.

The first award in each section will be a medal designed by Paul Manship. The Barron Collier medal will be awarded in the poster and car-card section. Honorable mention will be given at the discretion of the jury with certificates of award.

The exhibition committee includes the following: Edward F. Molyneux, chairman; Stuart Campbell, vice-chairman; Morris Aleshire; Thomas Booth; Guy G. Clark; Edwin Georgi; Byron J. Musser; William Omerhart; Ralph Schultz; John Tarlton; Walter Whitehead and René Clarke

Gain in February Life Insurance Sales

The Association of Life Insurance Presidents reported to the Department of Commerce last week that sales of new life insurance by United States companies were 2.8 per cent greater during February of this year, than for February, 1926. The compilation aggregates the new business records, exclusive of revivals, increases, and dividend additional control of the compilation o

tions of forty-five companies.
Total new business of all classes
amounted to \$879,324,000 as against
\$855,299,000 during February of 1926.

To Direct Sales of California Petroleum Corporation

A. A. Morrison has been appointed general sales manager of the California Petroleum Corporation of Washington, with headquarters at Seattle, Wash. Until recently he had been engaged in working in the California territory.

Adirondack Hotels to Advertise

The Central Adirondack Hotel Association has appointed the Fred D. Stevens Advertising Agency, Utica, N. Y., to direct its advertising account. Newspapers in the Central Adirondack region and in larger cities will be used together with direct mail and posters.

W. J. Griffin Joins Lennen & Mitchell Agency

William J. Griffin, formerly with George Batten Company, Inc., has joined Lennen & Mitchell, Inc., New York advertising agency, as a member of its department of radio broadcasting.

J. L. Mac Donald, recently advertising manager of the Edwin F. Guth Company, St. Louis, has joined the Carnation Company, food products, of that city, as general manager. K N O W N M E R I T



MARCIA
MEAD
Home Building



mp-Ale-G. J. alph lter

927 ion aul lier

the ion.

at with inF.

ance ment s of tates eater for ggreisive addi-

asses ainst 1926.

inted ornia gton, /ash. d in

Asso-D. Jtica, ount. idack used s.

with oined k adts de-

Comarnathat

tr

con

pro

and

anc

buy

CAN A MILLION PEOPLE BE WRONG

in their choice of a newspaper?



THE UNKIDDABLE PUBLIC!

Barnum thought otherwise. He may have been right—one day a year. A circus can get away with murder because it moves on.

But a newspaper stays put—in one place, doing business with the same people day after day. It can't kid its customers often or long; or they aren't customers after awhile—and it dies. Remember all the newspapers started by men who had axes to grind or fences to build? Flops, every one of them! Neither money nor ambition nor effort can make or save a paper that isn't right, isn't read, isn't wanted. Like having a liar in the family—the family soon finds out. The public soon finds out about a newspaper.

LE

way

xes.

There are five big morning newspapers in New York City—some of them great, all of them good. Nobody has to read or take any one of them. The newspaper reader in New York has lots of choice; he can shop for newspapers to his heart's content, try a different one every day. He isn't even a subscriber, with a clock, dictionary, set of dishes, mousetrap or money paid in advance to compel him to stick to one paper. Generally he finds his morning newspaper at the newsstand. He has to come and get it, every day. Nobody sells him his newspaper, he buys.

Every newspaper in New York exists in open daily competition—front pages facing the world and the customers. Every publisher puts out a new product every day; only the package is the same. Every morning paper has virtually the same news and most of the news. All of them of the same price but one. All of them are just as easy to buy, and can be bought in the same place.

But two-fifths of all the morning newspaper buyers in and around New York City buy one



an Oi

und

dot

org it i righ

tion

whi

for mad

newspaper—The News, New York's Picture Newspaper. More than a million people who might buy any other paper buy the News. It isn't just an old habit, because all of them started to buy it within the last seven years. They aren't one kind of people because there isn't a million of one kind of people in New York. They are the same kinds of people who buy all other newspapers. They live on Park Avenue as well as Tenth, in Greenwich Village and in Greenwich, Conn. They make and spend as much money as other people. They want the same things in their newspapers as other people want....But they buy The News.

Can a million people be wrong in their choice of a newspaper? The News is different, tabloid, illustrated with pictures, a new type of compact journalism. If it wasn't a good newspaper, a complete newspaper, a serviceable and satisfying newspaper, would it have the largest daily circulation in America? Would more than 1,100,000 people buy it day after day if it wasn't right, wasn't wanted?

Every business man who spends money for advertising in New York City will do well to answer for himself these questions. In conclusion, may we ask another: Isn't the paper most people buy and read the best medium for his advertising?

THE NEWS

New York's Picture Newspaper
Tribune Tower, Chicago 25 PARK PLACE, NEW YORK

Largest Circulation in America—Daily and Sunday

8-

14

ld

in

ole

ole

ole

rk

nd

ch

igs

ut

ice

id,

act

m-

VS-

on

uv

ed?

ad-

an-

lay

uv

"Printers' Inklings" Not Available for a House Organ

O. S. TYSON AND COMPANY, INC. NEW YORK

Editor of PRINTERS' INK:

One of our clients, a printer, is considering the publication of a house organ and has suggested the title "Printers' arthur of the constant of the

Do you know whether this has ever been used? If not, have you any strenu-

ous objection to its use

O. S. TYSON AND COMPANY, INC. L. W. SEELIGSBERG, Vice-President.

In a case of this kind, the question of propriety is best answered by the laws and the rules and regulations of the Patent However, regardless of the fact that the title might be adopted with no intention of imitating, we believe that the readers of PRINTERS' INK would consider it an imitation, and because they are unfair and arouse suspicion, imitations are never popular with the public. For this reason, we consider "Printers' Inklings" exceedingly poor selection as a name for a house organ; but there are other and doubtless more important reasons why this name should not be used.

In the first place, "Printers' Inklings" is not a registrable trademark; its use on a house organ undoubtedly would constitute an infringement, and there can be little doubt that the publisher of a house organ bearing the name would find it impossible to establish any legal

rights to the title.

PRINTERS' INK is a trade-mark registered in the United States Patent Office. "Printers' Inklings" is identical with it, save that the letters "lings" are added. The marks are very similar, and the goods involved are unquestionably of the same classification. In both instances, the products are publications, and it makes not the slightest difference that one is a standard publication which is sold and the other a proposed house organ which is to be given away.

On the best authority possible for us to cite, if application were made for the registration of

"Printers' Inklings" it would be at once refused by the Examiner. The Court of Appeals of the District of Columbia in the case of Textile Publishing Company, Inc., v. Art Metal Construction Company refused to register "The Office Economist" in view of prior registration of Dry Goods Economist. However, if by any chance the mark were passed for publication, there is not the slightest doubt that opposition on the part of the owners of PRINTERS' INK would be sustained by the Patent Office authorities. Furthermore if PRINTers' INK were not a registered trade-mark, and if, in that case, "Printers' Inklings" was allowed registration, there is no reason why cancellation proceedings, on the ground of prior use and similarity, would not be successful in striking the mark from the registry.

These facts and opinions are mentioned because they can be sustained by innumerable decisions of the Patent Office, and for the reason that the Federal trade-mark service is a registration acknowledgment of all of the rights of trade-mark ownership under the common law. In cases of unfair competition, both the Federal and State courts have repeatedly commented on the fact that the adoption of the approximation of an established trade-mark conclusively indicates an intention to imitate and deceive, for the simple reason that the newcomer in the field had the entire English language from which to choose his

mark.

As an example, on March 10, 1926, the New York Supreme Court held that a defendant, in using as a sub-title to its magazine the words "Stage & Screen, used with priority by the plaintiff on a similar publication, was guilty of unfair competition and was enjoined from the further use of the This was the case of words. Ramer Reviews, Inc. v. Service Bulletin, Inc. The evidence showed that the plaintiff's magazine, Stage & Screen, had just been launched and that very few copies had been The defendant's magazine sold. bore the title, The Professional

M

Bulletin, originally, and later the sub-title "Stage & Screen" was added. These facts are mentioned by the court's opinion, which comments on the fact that titles of books, magazines and other periodicals are not generally covered by a copyright, and adds:

"Protection, however, is afforded for simulation of titles of books, periodicals and the like upon the well-known principles of unfair competition."

In the case of Monro v. Tousey the question as to the use of an approximation of the titles of a work of fiction was involved, and the court held that the plaintiff was entitled to protection to "a species of literary piracy." The court then explained that the theory upon which a court of equity has long acted is that a resemblance in or an imitation of the names, signs or marks under which another conducts a business is a deception practiced upon the public and an injury to the proprietor in the loss of custom and patronage, to redress which an action at law for damages is not a sufficiently satisfactory remedy. Then, after citing several decisions, the opinion concludes:

"A publication is the subject of property, and there is no reason why, like every other kind of property, it should not be the subject of the law's protection. To put out a colorable imitation of it. by which the public may be easily misled into supposing that it is the literary article they had in mind to obtain and read, is an act of deception which injures the public."-[Ed. PRINTERS' INK.

C. H. Wetterau, Vice-President Nashville Bank

Charles H. Wetterau, formerly assis-tant vice-president of the American National Bank, Nashville, Tenn., has been elected vice-president.

G. W. Stearns Appointed by "The Open Road for Boys"

George W. Stearns has been appointed Eastern advertising representative at New York for The Open Road for Boys, Boston.

Advertising and Sales Managers to Meet

The solution of problems confronting advertising and sales managers, and the promotion of discussions helpful in their solution, are the principal aims of the annual conference of the Paint and Varnish Advertising and Sales Managers, to be held May 12 and 13 at Chicago.

The subjects for the sales managers.

Chicago.

The subjects for the sales managers' conference which will be held on May 12, as announced by Willard E. Matton, chairman of the sales managers' council, is as follows: "Is Hand to Mouth Buying Sound Merchandising?"; The Educational Bureau of the American Paint Manufacturers Associates.

ing Sound Merchandising P"; "The Edicational Bureau of the American Paint and Varnish Manufacturers Association and What It Is Doing for the Industry"; "The Sales Contest"; "Brushing Lacquers in the Dealers Line"; "Can Wee Standardize the Quality of Paint and Varnish Products"; "Salesmen's Co-operative Work with the Dealer to Develop Consumer Business," and "Are There Too Many Salesmen'?

The program for the advertising maspers' conference which will be held on May 13, as announced by R. E. Merce, chairman of the advertising conference committee, is as follows: "Various Methods of Determining Upon Advertising Appropriations"; "Through What Appeal Should Paint and Varnish Manufacturers Advertise to Women?" "Different Effects Obtainable with Various Printing Plate Treatments"; "What the Dealer Martis in Sales Helps from the Paint and Varnish Manufacturers "What Should We Expect from An Advertising Agency?"; "Helping the Dealer Increase Sales and Profits," and "Plugging the Leaks that Make Selling Costs High." "Plugging the Leaks that Make Selling Costs High."

Don Baker Joins Hazard Agency

Don Baker has joined the Hazard Advertising Corporation, New York, as art director. He was formerly assistant manager of the Corona Typewriter Com-pany and for several years has been abroad, serving as advertising consultant and artist with European figms seeking to gain the attention of the American market.

New Corporation Publishes "Midland Druggist"

The Midland Druggist, Columbus. Ohio, is now published by William Clarke Jewell, Inc., a new corporation. The officers of the corporation are: President, Carea Lowe Jewell; vice-president, Robert J. Beatty; treasurer and general manager, William Clarke Jewell.

Appointed by Philadelphia "Record"

R. Jennings Knight has been ap-pointed classified advertising manager of the Philadelphia Record.

n-

the their their the and fanat

May May ston, neil, Buy-

Eduaint ition dushing 'Can

aint nen's r to 'Are

d on reer,

rious

That anu-Dif-

the the

rs";

the

lling

d

zard

k, as

stant

Combeen Itant

king

rican

es '

nbus. Iliam

are: vicesurer larke

ia ap-

er of

When a man buys a Newspaper

HEN Mr. Average Citizen stops on a street corner to buy a newspaper from a newsboy or at a newsstand he is satisfying a personal want. If he has several papers to select from he becomes extra critical and when he lays out his pennies he demands the one he knows is the best.

He takes it with him. If he is going home (and he usually is when he buys an evening paper) it goes with him and there is read by all the family. This is repeated every day—every time the man buys a certain paper he is expressing his opinion over again that that particular newspaper is the best he can buy.

In Los Angeles there are three Evening Newspapers and three published Mornings. The actual preference of Los Angeles people among these papers is clearly shown by the fact that IN ADDITION to having more papers delivered to Los Angeles homes by official and independent carriers than any other daily newspaper there are MORE EVENING HERALDS SOLD ON THE STREETS FOR CASH every day than any other Los Angeles paper—and far more than BOTH other Evening Papers COMBINED.

There's No Question About It! In Los Angeles Use The

LOS ANGELES EVENING HERALD

Representatives

A. J. NORRIS HILL, 610 Hearst Bidg.

JOHN H. LEDERER, 910 Hearst Bidg.

New York HERBERT W. MOLONEY, 604 Times Bldg.

How Studebaker Selects and Trains Salesmen for the Dealer

A Six-Week Training Course That Is Bringing Increased Sales to Dealers and the Corporation

By K. A. Metzerott

Assistant Sales Manager, Studebaker Corporation of America

EARLY in 1926 we held an essay contest for our factory wholesale salesmen. According to the rules of the contest each factory salesman was to submit, by a certain date, an essay outlining his duties. It was obligatory that every man submit a paper.

When all of the papers had been received we started the work of grading. As was to be expected, there were some excellent contributions and some outstandingly

poor ones.

We took into consideration the fact that there were among our travelers those men who could write and could not talk, those who could talk and not write and there were probably some men who could do neither. At our next branch managers' meeting we secured an estimate from each manager as to the relative efficiency of the travelers working under him.

We became convinced that there was a necessity for two things: First, a need for the instruction of practically all of our present force of travelers in their duties as salesmen; second, we should insure new salesmen a thorough grounding in the work expected of them, before sending them into the field.

We further realized that one of the duties of management was to secure for the Studebaker Corporation of America competent and trained replacements. To do this we should have in our organization men qualified to take over the work of any particular job which might be vacated or to assume new responsibilities when new opportunities might be created in the sales department. In general it must be considered a reflection upon management, if, when a vacancy occurs in the organization, some employee cannot be advanced to fill it. In

such a case management has failed to surround itself with the right kind of material. It is a further reflection upon the employees below the job vacated if someone cannot be considered to fill that

vacancy.

We believed that if we were to be successful in this regard we must bring into the organization young men of promise, men, who with the right kind of training, would develop into the corporaexecutives. future further believed the man just out of college to be excellent material for us to start with. The fact that this man had successfully completed a college course was indicative of something. This man showed some perseverance and some ability to assimilate knowledge; if he were trained to think, he had acquired much from his college course. With a further investigation of what the man's extra curriculum activities had been, and how he had spent his vacations, a better line could be obtained on the individual. The man fresh from college should bring to us a whole-hearted enthusiasm which we could command from the start. He should come to us with an open mind and with a minimum of preconceived ideas as to how the job should be done. We could train this man our way and develop him along the lines of our desires. This was the theory.

THE "SELL ANYTHING" MAN

It may be mentioned that among the many older salesmen who are constantly applying to us for positions a large number are men who claim to be able to "sell anything." These men feel that there is nothing new for them to learn about selling. They desire to

to

iled

beone

hat

to we

ion vho

ing,

We

out rial

hat om-

ica-

nan and

wl-

ink, his

inan's

had his

ob-

nan

sm

the

um

the uld deour

ong

for

nen ny-

ere

arn

to

Successful Advertising Is Heard, Too

WORD-OF-MOUTH advertising completes the purpose of the printed word.

Neighborliness is necessary to word-of-mouth advertising. And neighborliness is the chief characteristic of the people in the small towns and on the farms. Word-of-mouth advertising circulates swiftly among them.

The Country Newspaper stimulates word-of-mouth advertising and keeps it moving. It is read by people who are interested enough in each other to pass on beneficial information.

The Country Newspaper is as much an integral part of the Activities of its community as are the churches, the schools, the clubs, and the social and business organizations, and wield a greater influence.

That is one reason why advertising in the Country Newspaper is a profitable investment.

The Country Newspaper gives you coverage of the entire small town and rural market. You can reach any section or part of it you may desire.





Represents 6,525 Country Newspapers 471/2 Million Readers

Covers the CCUNTRY Intensively

225 West 39th Street, New York City

122 So. Michigan Avenue CHICAGO

68 West Adams Avenue DETROIT

To Get and To Keep

The two objectives every advertisement, for safety's sake, must reach

To get new customers is the purpose of all advertising.

To keep old customers is also the purpose of all advertising.

That means to get new customers on a sound and healthy basis. To win a trial for a product only on such promises as that product can deliver. Not with hysterical claims. Claims that may sell people once; and then, through over-statement, lose them.

It means, too, through reiteration of statements that users themselves are finding true, to HOLD their buying interest.

A good advertisement accomplishes both those ends at once. An advertising campaign that reaches but one, without reaching the other, must be judged a failure.

Thus profitable advertising says to its prospects among the reading millions, "Try This—You'll Be

Benefited." And to present buyers, "You're Doing The RIGHT THING By Using This Outstanding Article."

Advertising that merely attracts new users, and forgets the old, leads, in the long run, to a slump in sales. Advertising that succeeds merely in holding even a large percentage of old customers, travels the same path.

For that reason, "To GET and To KEEP" is to modern advertising practice what "To Have and To Hold" is to the law. Succeed in one alone, and you succeed at the expense of the other.

Analyze your own copy from that angle. Ask, "Does It Attract New Users, Safely-Does It Keep Old Users, Securely?" Ask both of every ad you run. If the answer is other than "It Does"-change it now; change it before further expenditures are involved.

Doing that is one of the common-sense principles on which Profit Advertising is built.



LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO 400 N. Michigan Avenue LOS ANGELES 1151 South Broadway

NEW YORK 247 Park Avenu WASHINGTON

LONDON Victoria Embankmen SAN FRANCISCO 400 Hibbs Building

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest

operate as they have in past years. Often they have not kept up with modern methods. They are ten or fifteen years behind the times and have a hard task in catching up. Such men are difficult to control and more difficult to train. is not a criticism of all seasoned salesmen. I am merely pointing to the failings of many, and the reason why many a successful salesman, in changing a line, fails to continue successful. He simply is not flexible enough for the changed circumstances and conditions. The factors have changed but the man has not.

We, therefore, decided to start a training course for men desiring careers in the sales department of the Studebaker corporation. The men for this training would be selected recent. from college graduates, though promising looking men not possessing a college education would also be accepted.

The general plan of training was then formulated. We decided upon a six-week course at South Bend. Three weeks would be spent inlearning what the Studebaker car was from a point of view of engineering, construction, design and workmanship, with special entphasis on the sales value of each of these points. This part of the course was well taken care of since we had splendid facilities in our service school and this new course could well become a modification of the course for service men which we had been conducting for years. The remaining three weeks would be spent in an intensive course in retail selling during which time the men would be schooled in selling the Studebaker car. The basis of this training was a sales course which had been compiled in six units and which we were offering to all retail salesmen. This course was to be supplemented by quizzes, discussions - and actual - sales practice.

Bend as the place for training was men who had started at the bottom because here are located our ad- with us and progressed through all ministration offices, our service department and our largest factories, where all manufacturing processes from the foundry to the finishing

department are available as well as our engineering and research departments and our proving ground. The training would include trips of inspection of all of these departments and units of the corporation.

While undergoing this training at South Bend each man would receive \$150 per month, which would maintain him and permit him to pursue his studies free from financial worry.

Upon the completion of this factory training the men would be sent to our own retail stores or to our dealers and as junior retail salesmen they would receive \$125 per month and 2 per cent commission.

The future of these men would depend upon their development as retail salesmen. If these men were to carve out successful sales careers they would have to master retail selling. This field would be their proving ground. For that man is rare who can be a successful retail sales manager, wholesale salesman, branch manager or sales executive of the factory without knowing the problems. intimately, of retail selling. The way to know these problems is to sell af retail.

During the six-weeks training each man would have become acquainted with the tools necessary to work with at retail. He must gain proficiency in the use of these tools, by actual selling in the field.

As time would go on, these men should develop and should show an ability for retail or wholesale selling, or both, if they survive. By keeping in touch with each man and watching his progress we should have some splendid material The outstanding men in process. could be selected, at the right time for wholesale men, then special representatives of the sales department and later as branch managers. These branch managers would be men well trained in the The reason for selecting South corporation's methods and policies, stages of development up to that point.

It was further decided that in this system of training and promo-

vell dend. of arton. ing reuld to an-

be to tail 125 om-

as nen ales ster be that

sale ales

out ely,

to

acy to gain

eld.

men an sell-By nan we men ight hen ales nch gers the cies, tom all that

in mo-

True Story

Announces

the opening of a Philadelphia Office in charge of

N. HARRY WAGNER, JR.

Land Title Building PHILADELPHIA, PA.

NEW YORK · CHICAGO · BOSTON · DETROIT · PHILADELPHIA SAN FRANCISCO · LOS ANGELES · SEATTLE · ATLANTA

The Fastest Growing

For the first eleven weeks of 1927, the NEWSpapers of Denver gained 568,770 lines of local display advertising while the Post LOST 193,020 lines. These figures clearly show the extent the newspaper situation in Denver has changed.

The Rocky Mountain Nev h

W. C. BUSSING Advertising Mngr. SCRIPPS-HOWA

NATIONAL REPRESENTATI

San Francisco Detroit 250 Park At 410 N. Michigan

in lewspapers in America

For the first eleven weeks of 1927, the NEWSpapers of Denver carried 77,384 more classified advertisements than the Post. The NEWS is now definitely first in classified advertising. The Rocky Mountain News and Denver Evening News are the fastest growing newspapers in America.

lev he Denver Evening News

OWA WSPAPERS

McHENRY TICHENOR National Advertising Mngr

NTATI LED NEWSPAPERS, INC.

York City

Park Av

V

e

V

r

Los Angeles Senttle tion, whenever the man failed to measure up to the work, anywhere along the line, he would be released. This would be fair to the man for, if he and we had made a mistake in an estimate of his ability for his work, the sooner it could be discovered the sooner could the man select another line of work, for which he might be more suited. Future disappointments could be avoided and the man's time saved for him and for

With the plan for training outlined we were now ready to enroll men for the first group. college year was drawing to a close. Little or no help could be counted on from the college authorities so we placed display advertising in a number of college papers, outlining what we had to offer and requesting men interested to send us complete personal histories, courses taken and how spare time had been employed. From seventy-three letters, we asked thirty men to come to South Bend at their own expense for an interview.

The reason for asking this was: First, to try out the man's confidence in himself by asking him to stand the cost of the trip and, second, we wanted to go into full details with the man hoping to avoid disappointments later on by sizing him up.

Every man who reported to South Bend was interviewed personally. He was given a general idea of what it was all about. He was told of the industry and Studebaker's place in the industry. He was told of the training and how men who did not show promise during the training would dropped; that we would take on not more than twenty men and expected to graduate not more than twelve or fifteen and that the individual would have to prove his worth as a retail salesman in the most competitive merchandising existing. We told him that a lot of men capable at some other business had made dismal failures of the automobile business and that the chances were that he would likewise fail because the percentages were against him; that a long period of training in the field would be required of any man to be successful in this business, and that only long hours and a peculiar ability for this work would merit recognition. Incidentally, aside from the necessity for a frank statement of the difficulties of the work, this method of emphasizing the hardships to be endured is a sure way to sell certain types of individuals.

Seventeen men were selected for this group. Fifteen were college graduates of the classes of 1926, one man had been a workman in our factory and one man came in from Rio de Janeiro on the day that the training started, determined to work for Studebaker and since he possessed an English school training and was a likely looking fellow, we allowed him to take the training.

The training was begun and after six weeks all seventeen men had completed the training. The men then met our president, A. R. Erskine, our vice-president in charge of sales, Paul G. Hoffman, and our domestic sales manager, J. M. Cleary, and were then sent into the field to sell at retail, full of enthusiasm for the institution and for the product and anxious to achieve success.

DEALERS LIKE TRAINED MEN

News of what we had begun, in the way of attempting to train men for retail selling, soon spread to our dealer organizations, which numbered approximately 3,000, and requests came in for graduates of our sales school.

So insistent were the demands of our dealers for these men that we were forced into a training program which now permits us to turn out approximately fifty men per month who have completed the retail sales training.

And this demand on the part of our dealers necessitated the concentrating of our attention on the training of men for retail selling, primarily. We could accomplish this, however, without giving up our original plan for training men for work with the Studebaker

ng

ld

to

nd

ar

rit

de

nk

he

ng

a

of

lly

en

he

en

ne

ro

ng

10

ed

ras

nd

ien

he

R.

in

an.

er,

ent

ull

ion

to

in

ain

ead

ich

and

of

of

we

10-

ırn

per

re-

art

the

Off

ell-

m-

ing

ing

ker

Corporation, since men of promise would come to the front in our dealers' organizations.

For the second group of men for this training, colleges and universities were no longer a source of supply, since the summer vacations had arrived. We needed men and resorted to a classified advertisement in Chicago and Detroit newspapers, worded as follows:

Studebaker offers \$25 per week during six weeks' training course and thereafter immediate salary increase and vast opportunity.

Twenty-five ambitious young men will be accepted for course in automobile alemanship, starting in South Bend February 28. Profitable service in Sudebaker world-wide sales organization for those who graduated. College clucation desirable but not essential.

education desirable but not essential.

Apply in writing, giving specific facts as to age, education, business experience and everything else that will enable us to weigh your fitness. Send sangehot if you have one. No vague indefinite applications will be considered. Address Sales Manager, Studebaker Corporation of America, South Bend, Ind.

Several insertions deluged us with approximately 450 replies and we were compelled to cancel the remaining insertions which been scheduled. The applications were carefully read and classified. It was apparent that our offer to train men for the sales end of the automobile business appealed to men in a wide variety of work and circumstances. The list of applicants included a range of occupations from a negro porter to a real estate operator of financial independence. High school boys, salesmen engaged in every form of selling, mechanics, clerks, lawyers, newspaper men, all applied. It was surprising to note the number of college trained men included in this group of applicants.

As was to be expected, the more promising men were older than the college men whom we had selected

for the first group.

From this list of applicants, sixty men were requested to come to South Bend for an interview. Forty-eight did. Thirty-five were selected and twenty-six finally reported for the training.

Subsequent groups have been made up of men from our own organization, who were interested in selling, in addition to men secured from our classified advertising, men sent to us by our dealers for this training and men who have come to us unsolicited and to whom this opportunity has appealed.

DEALERS PAY, PARTIALLY, FOR TRAINING

We figured the total cost, including salary, of training each man at \$250 and when we offered one of these men to a dealer we made a charge of \$100 to the dealer for each man supplied. This eliminated the request of the dealer who was not sincere in his desire to secure one or more of these trained men and gave the dealer an incentive to guide and direct the man, that his investment might be made productive. The dealer also paid the transportation cost of the man from South Bend to the dealer's town.

We encouraged dealers to send men of their own selection for this training, and a large number have been sent. These men are offered the training free. The dealer stands the entire expense of maintaining his man at South Bend and

his transportation costs.

We are beginning to learn from actual experience how we can improve the method of carrying on the training and how we can increase the percentage of success of the men sent into the field. We had started this training without any preconceived ideas, being perfectly willing to modify our original plans according to the necessity as it should arise. We have, therefore, come to some very definite conclusions.

We find that the average man, fresh from college, is good material for the long pull. He must have some of the rough edges knocked off. He is not familiar with the ways of the world and it takes him a little longer to gain his automobile selling poise. The college-bred man is, however, desirable, since he brings something of culture and social advantage to the job.

The more mature man, of from twenty-six to thirty-five years of

In

ne

iti

th

ni

prosal

mi

Sta

pre

eff

Th

Bo

a C

You Can Cover Michigan

The Michigan Market (Outside of Detroit) is comprised of eight compact markets with a population of over 1,000,000 people living in the cities and towns of 1,000 or more population.

These and the thousands of additional families in the adjacent agricultural districts represent the true Michigan buying power.

In these markets is concentrated the industrial and agricultural interests. Millions of dollars worth of automobiles, furniture, paper, brass and iron products, etc., are produced here. Other millions are contributed by great farming interests, the world famous Michigan fruit belt being in the Booth Newspaper Market.

Write Any of The Booth Newspap

Grand Rapids Press Flint Daily Journal Saginaw News Courier

Kalamazoo Gazette

I. A. KLEIN, Eastern Representative 50 East 42nd Street, New York THE BOOT UB

it) is

th a

ng in

opu-

onal

ricts

trial

llars

rass

here.

arm-

fruit

rket.

usbab

er.

With The **Booth** Newspapers

In seven of these eight markets the Booth newspaper is the only newspaper—in the other itisthe leading newspaper. In every Booth city the paid city circulation averages more than the number of families residing in the town.

While each Booth newspaper serves a definite market without duplication the relative proximity makes for economical routing of sales crews and keeps distribution costs at a minimum.

Standard forms of merchandising cooperation prevent confusion and dealer influence is effectively maintained by careful censorship. The Michigan Market is easy to cultivate if Booth newspapers are used.

a Copy of "The Michigan Market."

Jackson Citizen Patriot
Bay City Times Tribune

Muskegon Chronicle Ann Arbor Times News

OT UBLISHING CO.

J. E. LUTZ, Western Representative 6 North Michigan Avenue, Chicago age, who has had some previous selling experience, is a relatively quick producer after the training has been undergone. He is impressed with the seriousness of the work and, if the right kind of a fellow, starts in with an honest effort and a real determination. If he has had college training so

much the better. We are now dropping from the class men who begin to fall down. To make this less complicated the men are now on a salary of \$25 per week rather than on a monthly basis of \$150. The effect of dropping a man who is not proving up is most beneficial on the rest of the members of the group. Further than that we cannot afford to send to a dealer a man whose chances to make good are not excellent. To do so is to impress the dealer with the lack of perfection of the training program and discourage him from requesting additional

salesmen. Much thought is being given to the placing of a man with a dealer. Some men can make successes in one type of dealer's organization while others cannot. Some men are essentially city men while others belong only in the smaller towns. The geographical location of the dealership must be considered. A man who has lived his entire life in Atlanta might be a hopeless We have had failure in Boston. some of our men fall down badly at the first place they have been sent, and make good upon reassignment. We are now giving a lot of consideration to the man and his future surroundings.

The success of the new man reporting to the dealer is to a large extent dependent upon the sales The new salesman remanager. quires intelligent direction, supervision, encouragement and help. The older salesmen in any organization are generally antagonistic to the new man, particularly so when he is factory trained. The crowd immediately starts in to break the new man's spirit and kill his enthusiasm. We go over this feature of the new work fully with the man before he leaves South Bend for his new post.

We encourage the men to keep in touch with us. Every man sends us a letter when he sells his first car, which is promptly answered by a letter of encouragement, expressing our confidence in him to make good. We also keep track of the men through our branch organization, and through the dealer. We are now planning on sales contests between the members of the various training groups in the field at this time.

We are most enthusiastic about the possibilities of this training and the benefits which the salesmen the dealers and ourselves will derive from it. We have already accomplished much, yet we have just begun. We believe that our dealers will soon be sending us all of the men that we can arcommodate for this training. which will be an ideal situation. When one man from a dealer's organization has completed the training and returns to the dealer we usually have requests from that dealer that he be allowed to send some of his other salesmen to the sales school.

There is no question that through this training of salesmen we are striking at increased sales for the dealers and for us. We expect to expand our training program extensively.

"MetaLayer" Account for Philadelphia Agency

The Metals Coating Company of America, Philadelphia, manufacturer of "MetaLayer," has appointed the R. E. Lovekin Corporation, industrial and technical advertising, Philadelphia, to direct its advertising account.

J. S. Roney, Vice-President, Reincke-Ellis Agency

John S. Roney, formerly with the Cleveland office of the Curtis Publishing Company, has become associated with the Reincke-Ellis Company, Chicago advertising agency, as vice-president. Be will make his headquarters at Cleveland.

Gain in Babcock & Wilcox Profits

A report of the Babcock & Wilcon Company, New York, heating apparatus, abows a net profit of \$2,036,516, after depreciation and Federal taxes, for the year ended December 31, 1926. This compares with a net profit of \$1,442,264 in 1925.

reep ands first i by exincompanie a contract i by have our act in act

that smen sales We ining

or

y of er of R. E. tech-direct

lent,

h the ishing with go ad-

COX

Wilcox aratus, after or the This 42,264





Complete Coverage of the Hardware Field

100% circulation has had a lot to do with the unusual progress of GOOD HARDWARE in the last six years.

But complete coverage is only one factor--pocket size and live interesting editorial contents have

been coupled with this coverage to make GOOD HARDWARE the most widely read magazine the hardware trade has ever known.

Complete coverage alone will not make a magazine. Pocket size alone

will not make dealers read drab, uninteresting editorial matter. The finest job of editing falls down if the circulation is inadequate or the publication physically is hard to read.

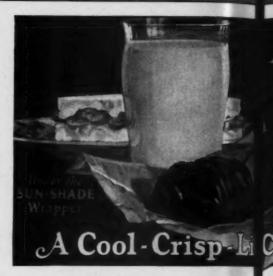
Each of these factors is important to advertisers. They have been combined successfully in GOOD HARDWARE. As a result, it has become, in six short years, the outstanding advertising medium of the hardware field.

TRADE DIVISION-THE BUTTERICK PUBLISHING COMPANY

79 Madison Avenue

New York

General



\$400,000,000 is the nation's yearly candy bill. That is real mass consumption - a universal market that calls for an advertising medium of universal coverage and appeal. Successful candy manufacturers have proved that Outdoor Advertising meets those requirements.

General Outdoor Advertising

One Park Avenue New York

Harrison & Loomis Sts. Sales Offices and Branches in 60 other Cities Chicago

eral Adv Co



Selected Buyers

To make sales you must have buyers ... One of the tasks of advertising is to find buyers ... The subscribers to magazines dealing primarily with one subject—MODERN SHELTER—must be vitally interested in that subject.

The Class Group, COLOR SERVICE

covering

HOUSE BEAUTIFUL COUNTRY LIFE
ARTS & DECORATION ARCHITECTURE
GARDEN & HOME BUILDER

Here is available a CONSTANT MARKET in excess of 500,000 people, containing AT ANY GIVEN TIME a minimum of 50,000 IDENTI-FIED BUYERS of Shelter Products.

Color pages are sold in this group as a unit by

WALTER C. McMILLAN, Inc. 566 FIFTH AVENUE · NEW YORK

Boston

Chicago

Los Angeles





Why "Made in Canada" Persists in Canadian Advertising

Not Patriotism Alone, So Advertisers Say, for the Prevalence in Copy of the Identifying Phrase

By John Landels Love

R ECENTLY The T. Eaton Co., Limited, Toronto, organized a "Made in Canada" Week. Each floor of its two large department stores was given over to displays of merchandise manufactured in the Dominion. In its advertising the company stated that 80 per cent of the goods it sold were

made in Canada.

Nothing could be more eloquent of the success that has attended the "Produced in Canada" movement than the above statement. The Eaton company is said to be the largest buyer in the British Empire and one of the largest on this continent. Exclusively Canadian in ownership and management, the company is 100 per cent patriotic, but that does not explain the large preponderance of Canadian goods sold. Merchandise is not bought because it is made in Canada, but because the expenditure is a paying investment. A research department is maintained to insure that the rigidly high standard of quality demanded of all manufacturers, Canadian included, is maintained, and nothing gets by on the strength of a tag stating the place of origin.

All countries with any standing as manufacturing communities are keen for the encouragement of home industries, based, for the most part, on the patriotic and economic appeal. In Canada, the "Buy at Home" propaganda has stressed these sentiments as strongly as any. Canadians are bent on becoming a manufacturing people, but long ago they realized that something broader and more lasting than sentiment was required if they were to achieve their ambition. They planned to win out on quality and by catering to the special requirements of their own country.

"Canadian manufacturers, long past the pioneer stage, and in keen competition with the whole world, have taken quality as the basis for the success of their product," said



GENERAL MOTORS STRESSES THE THOUGHT THAT "IT IS GOOD BECAUSE IT IS CANADIAN"

an Eaton advertisement. The statement explains why the store favors Canadian manufacturers so largely and also why, in addition to supplying the home market, Canada exports an average of \$1,330,000 worth of manufactured goods daily.

In a country like Canada, where the British element is the largest and wealthiest section of the population, quality means quality, and no amount of ingenuity, novelty, or originality can compensate for the lack of that virtue. That Canadian manufacturers are in a peculiarly favorable position to take advantage of this fact was expressed by J. H. Beaton, sales manager of General Motors of

Canada, Limited. "'It's better because it's Canadian' is a phrase I should like to see adopted by the Dominion Government to expand our foreign trade," said Mr. Beaton. "Cana-dians combine British workmanship with American efficiency so that it is literally true. Our company, which annually turns out increasing thousands of motor cars, believes that the combination of manufacturing traditions and conditions in Canada raise Canadian products to a level unsurpassed elsewhere. That is why we are engaging at present in an advertising campaign designed to impress the people of this country that 'It is better because it is

Canadian," The campaign to which Mr. Beaton referred was institutional and it featured the slogan which formed his text. For many years the "Made in Canada" campaign has been sponsored and directed by the Canadian Manufacturers' Association. In innumerable ways, the association has stressed the point that quality alone can sell the "Made in Canada" idea to Canadians, and keep it sold. How successful the policy has been is evidenced by the large number of foreign firms-amounting to over 700 and constantly increasing in number-which have established plants in Canada and signalized the event by promptly branding their products "Made in Canada."

During recent years some Canadian advertisers have been inferring that their products are better suited to the requirements of the country because they are made in Canada. Quite a number of them have not hesitated to say so openly. In a recent issue of PRINTERS' INK reference was made to a Canadian-produced comforter which was advertised as meeting the requirements of Canadian housewives because it was light and airy. Imported comforters, said

the manufacturer, are heavy because the importer makes the mistake of supposing that the prevailing dry cold of the Canadian winter calls for a heavy weight of bed clothes, whereas lightness is essential to healthy warmth. The additional point was made that these comforters are turned out in color schemes to suit the taste of Canadian homes in matters of decoration. This latter point is claimed as the special virtue of a widely advertised brand of wallpapers "Made in Canada" and which the maker further claims is specially made from a Canadian paper stock that is impervious to light and is printed with colors that do not fade.

Climatic extremes provide numerous Canadian advertisers with strong selling points, although the seven months' winter is something it is considered wise to gloss over in advertising literature. Thus "Made in Canada to suit climatic conditions" is a phrase that is frequently breathed softly and in unobtrusive type.

Shoes are a case in point. Early spring and late fall, and the long winter in between, are hard on footgear, but these swift and emphatic climatic changes have evolved a distinct type of Canadian shoe peculiarly adapted to the country and which "stands the gaft."

CLIMATE AND LINOLEUM

Canada-made linoleum is advertised as "Made in Canada to Suit Our Climate and Trade," and the manufacturer points out that linoleum and oilcloth are most susceptible to temperature and the production department has to make careful allowance for extreme heat and extreme cold. Imported goods are made for a world-wide trade where special conditions governing the local market are not even considered, as the goods are shipped to all quarters of the globe and naturally have to take their chance wherever they may be. In Canada, provision is made by special formula, when making up the oils and other ingredients, to provide for the wide spread in temperatures,

Where Do They Buy

—these small town and rural families? It isn't so much a choice between dealers as it is between your dealer or a mailorder house.

Small town America bulks large from a total buying standpoint. But does it buy your merchandise?

In larger cities where most all merchandise is bought from some dealer, advertising is ordinarily most concentrated. Are you helping your smaller town dealer according to his particular needs?

You can make 700,000 families "brand" conscious for \$2.75 per line through—

HOUSEHOLD JOURNAL

IRA E. SEYMOUR, Adv. Mgr. - Batavia, Illinois

Chicago Office
Rhodes & Leisenring, Managers
Bell Building, 307 Michigan Blvd.
Central 0937

New York Office
A. H. Greener, Manager
116 West 39th St.
Room 825

Charter Member of Mail Order Publishers Assn.

1927

mispreidian eight tness mth.

made irned the matatter ecial erand ada," rther om a

inted

nuwith the the thing over Thus matic at is and in

Early long d on and have Canao the the

dver-Suit d the linosus-I the make e heat goods trade

connipped e and hance anada, l forls and e for

DDIMTEDOL INII

and a very careful supervision is exercised at every stage of manufacture with the same object in

Probably in no industry does the "Made in Canada" tag mean so much as in the manufacture of electric cook stoves. The people in the "White Coal Belt" that comprises so large a section of the Province of Ontario have had a long education in the use of electric energy in the home, and they have come to require certain qualifications in their electric equipment. The Province claims, electric with some justification, that in this matter it is fifteen years ahead of any other section of the North American continent, and by studying to meet local requirements. Canadian makers of electric ranges have secured a lead which they do not anticipate they will have any difficulty in maintaining. This more than one-jump-ahead has been obtained by way of costly experiments to meet peculiar local conditions with which a foreign manufacturer cannot hope to become acquainted at second hand. The story is one of the romances of industry.

For a generation Canadians in Ontario have been accustomed to cheap electricity. Used first to illuminate their streets and drive their factories, it was soon introduced to light their homes. Then came the electric appliances such as toasters, fans, irons and other domestic aids and appurtenances. These appliances, efficient from the first, were simple in operation and were gradually made more so. Low in cost and inexpensive in operation, they were soon in universal use and before there were few households in the "belt" not fully accustomed to manipulating electricity and completely sold on its value as a domestic help. The idea was conceived of using electricity for home cooking and the first electric cook stoves appeared. They were not a success. They were extravagant and the elements burned out quickly. Cheap "juice" did not reconcile the housewife to wasteful consumption of power, and the

same efficiency and economy of operation met with in the smaller appliance was demanded in the electric range. All these obstacles were eventually overcome with the result that-to quote another Eaton advertisement, Canada "makes the finest electric stoves in the world and her export of these stoves has trebled in the last year." models on the market today are as efficient as any other type of stove; they cost less to operate and their elements last eight to nine years. All of which meets the requirements of the Canadian housewife educated to the use of domestic electrical equipment,

The Canadian slogan is not based, by any means, on patriotic motives alone. They must be considered, of course, but the citizens of the Dominion really believe there is a more important reason why they should give special consideration to goods bearing the home-grown label.

"The Pet Dealer," a New Magazine

The Pet Dealer Publishing Company, New York, has published the first number of The Pet Dealer, a monthly magazine devoted to problems affecting delerain pets. Benjamin Franklin Lippold, formerly active in the managing and editing of The Pet Shop, is publisher and editor of the new publication.

Pacific Coast Tailors Planning Campaign

Plans are being prepared for a group Coast Merchant Tailors Association. J. B. Goff, of Tacoma, Wash., outlined the general scope and advantages of such a campaign at the recent convention of the association at Portland, Oreg.

Appoints Morgan-Todd Agency
The Fate-Root-Heath Company, Plymouth, Ohio, manufacturer of Plymouth
gasoline locomotives, Fate brick and clay
machinery and lawnmower sharpening
machiners, has appointed The MorganTodd Company, Mansfield, Ohio, advertising agency, to direct its advertising
account.

Death of Ina J. Millar

Ina J. Millar, proprietor of the Millar Letter Shop, direct-mail service, Buffalo, N. Y., died at that city recently. She was one of the founders of the Buffalo League of Advertising Women and was an honorary member of the Greater Buffalo Advertising Club.

The Lillibridge Viewpoint

Number Eleven Issued from No. 8 West 40th Street, New York

The Courage to Do the Necessary

During the world war the story went around of a French Commandant, Georges Mellerai, who found himself and a handful of his soldiers marooned in the village of Basileaux, surrounded by an overwhelming force.

Their retreat was cut off. Seemingly the only thing to do was surrender. But to surrender meant that the village would fall into the hands of the enemy and furnish protection to them for several precious hours.

Resorting to the sole means of communication left to them, a carrier pigeon, they sent back this message to their comrades behind the French lines:

"We are lost, but we have done a good job. Turn the guns on the town."

It was their death sentence, written by their own hand, and dispatched with that high courage which lends the might of an army to the heroism of a handful of patriots.

The French guns thundered, and Basileaux crumbled. The chapter was ended. . . . Yet that chapter will never be ended, for it contributed to the victory.

Commandant Mellerai and his men had had the courage to do the necessary.

riotic contizens elieve eason

con-

the

of aller the acles the aton is the

vorld s has The

re as e of erate at to

s the adian se of

mpany, t nummagadealers

ippold, g and blisher

Pacific ciation. outlined ges of convenortland,

y, Plyymouth nd clay rpening lorganadverertising

Millar Buffalo, y. She Buffalo and was er Buf-

PAGE Two

THE LILLIBRIDGE VIEWPOINT

"The courage to do the necessary" is needed in business these days as keenly as it was ever needed on the field of battle.

In some whole industries, and in many individual enterprises, it is growing increasingly evident that nothing will suffice but turning the guns on old methods and policies and leveling them so that a new structure can be built up that will meet the new competitions and complexities.

64

A man who dares to waste one hour of time has not discovered the value of life. — DARWIN.

CAL

A Client Is Surprised

H "look after the advertising."

When we presented our recommendations he was surprised, for advertising was only one of eight things we recommended—and the last one, at that!

He had supposed we would submit some dummy layouts and a list of mediums, but instead we submitted a sales "objective." On that "objective" we centered all of our recommendations. Some had to do with sales policies, some with production policies, some with the geography of distribution, some with organization policies, and so on, with advertising at the end.

We knew that if we could get his business "in balance" and the efforts of his whole organization focused sharply on a definite "objective," he could appropriate money for advertising with assurance that every dollar he spent would buy progress toward that "objective." Progress for his business, rather than merely publicity for his product.

, 1927

0

of

y

0

ly

n

nt

SS is This is our usual method of approaching an advertising problem: to crystalize our clients' needs and problems, whether they pertain to production, distribution, sales, good-will or prestige, and set up "objectives." We then formulate plans for reaching these "objectives" in the most direct way and by the most economical methods possible, and carry these plans through to the last detail, after they have been approved by our client.

The Dizziness of Rotation

HARRY A. HOPE cut right through to the heart of the problem of keeping a business growing profitably when he said: "As a business becomes larger and more complex, it must be made more simple."

This is true of routine administration, the simplifying of which is Mr. Hopf's work. And assuredly it is true of advertising.

Let a business get just about so deep into advertising and it is liable to get so involved in the mechanics of it—insertion schedules, dealer electros, envelope stuffers, window displays, convention exhibits, catalog pages, salesmen's portfolios, and what-not—that the job the advertising is expected to do is lost sight of in the whirl.

It would be a healthy thing for many a business if the general manager were to arrive at his office some morning and, before taking up the work of the day, write down three questions on a sheet of paper:

- 1. What are we trying to accomplish with our advertising?
- 2. Are we accomplishing it?
- 3. If we are not, why are we not?

These three questions sweep away the complexities of advertising and reduce it to the simple terms under which

PAGE FOUR

THE LILLIBRIDGE VIEWPOINT

it was given employment in the first place. Nearly every business needs this simplifying treatment periodically. For with advertising as with everything else, the dizziness of rotation can easily be mistaken for the exhilaration of speed!

"Not a Member of the Parish"

Brander Matthews reminds us of the old story of the man in church who remained dry-eyed when the rest of the congregation were dissolved in tears by the pathos of the sermon, and who explained that his failure to be moved was due to the fact that he did not "belong to the parish."

The trouble was not with the man or the parish, but with the preacher. He simply lacked the distinguishing greatness of a Henry Ward Beecher, who was able to play upon the emotions of people of every class and creed—those who belonged to his particular "parish" and the thousands who did not.

Too many of the advertisements in current periodicals seem to do little more than single out the people who have always thought favorably of the product advertised and keep them reminded.

The truly great advertisement is the one which moves the man or woman who does not belong to the advertiser's "parish," and leads him or her to join.

6113-3

RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET . NEW YORK

Telephone: Longacre 4000

Established in 1899

ery

or

0-

d!

he

est

108

be

he

ut

ng

he

als

ve

nd

ves

er-

D

National Carbon's Freight Policy Adds to Jobber's Margin

Consumer Demand for Uniform Prices on Nationally Advertised Products
Makes It Necessary for Sales Directors to Create Sound Policies
on Freight Charges

By H. E. Pettingill

West of the "PRICE \$5. Rockies \$5.50." There was once a time when an advertiser could state his price according to geography. He cannot successfully do so today if he is a national advertiser. A resident of San Francisco feels that he has an inalienable right to purchase a nationally advertised product at the same price a New Yorker pays even though the product be made York. The point of manufacturing origin is, in fact, a matter of no concern to him.

This attitude of the consumer means that the national advertiser of a product capable of popular demand, must, somehow, manage to keep his price at a uniform level throughout the country. Every endeavor to make prices uniform throughout the country eventually resolves itself into a study of the question of a sound policy on freight charges. Consequently, today, sales and advertising managers of nationally advertised products must tackle the problem of freight charges.

An unsound policy on freight charges not only hinders the effectiveness of national advertising, but makes the efforts of salesmen, wholesalers and retailers considerably less effective than they would be if the problem had been properly handled. When the freight rate policy is not capable of permitting wholesalers, retailers and consumers to get the product at uniform prices, it becomes necessary for the manufacturer's salesmen to spend much of their time straightening out quarrels between The salesmen become arbitrators instead of order get-Jobbers lose time and patience in such quarrels and then lose more time and patience listening to complaints from retailers. Finally, in a very short time, retailers in a territory where prices are higher get tired of explaining why they are higher and stop stocking the product. Everybody loses—especially the manufacturer and jobber.

A manufacturer cannot expect retailers to sell his product to the consumer at a uniform price unless the retailers are able to obtain it at a uniform price. The soundness of that proposition seems to be apparent to manufacturers of products that are light in weight. Wrigley, for example, proved its soundness in selling chewing gum. Manufacturers of products that are heavy in weight seem to have been slow in following this plan.

A PROBLEM FOR MANY MANUFACTURERS

The job of getting the product to the consumer at a uniform price is one on which almost every national advertiser of a product that is heavy in weight has stubbed his toe in recent years. A certain business that expanded from a very modest affair into a corporation of national propor-tions suddenly found its freight policy to be a barrier to further sales expansion. That policy has resulted in prices which varied with almost every locality. A food products business, long widely known to the public, not long ago wanted to find out why its specialty salesmen were falling down in volume in the face of general increased prosperity. Its investigation showed these salesmen were spending their time policing job-bers instead of making sales. Jobbers, because of the company's freight policy, had found it easy to poach on each other's territories by using the company's freight policy as a basis for bargaining on a great many large orders.

Since many inquiries on the subject come from manufacturers of products that are heavy in weight, an answer to them was sought from the experiences of a national advertiser having products in that same classification. The National Carbon Company, it was found, had been at work on the problem of finding a distribution policy which would enable it to get its products to wholesaler, retailer and consumer at uniform price

levels.

Before relating the information I have been able to obtain concerning the plan which that company has worked out, a brief statement concerning its products and its general sales policy would seem to be in order. This company's principal products Eveready radio batteries, Eveready Columbia dry cells, and Eveready flashlights. Its sales policy calls for distribution through jobbers in such selected fields as hardware, electrical, automotive, radio and drug. It maintains a large corps of missionary salesmen. men have three distinct purposes in mind in calling on retailers. They try to interest the dealer in Eveready products by telling him a complete story; they help the retailer install Eveready display material; they solicit orders. All orders which they obtain are turned over to jobbers. All of their work is for the direct benefit and profit of the jobber. In back of this selling plan is a constantly increasing amount of national advertising.

Under the plan which National Carbon has worked out in its endeavor to get its products to wholesaler, retailer and consumer at uniform price levels, delivery is made of all products, free of all shipping charges, to every jobber This means that the prices paid for the products by jobbers are uniform. It means also that the jobber's clerical labor in connection with purchases from the National Carbon Company is

considerably minimized.

Many plans have progressed this far, but have got no farther

because of a difficult stumbling block, namely, the question of interesting the wholesaler in getting the product to the retailer at a Suppose, for exuniform price. ample, that a manufacturer, in to help his wholesalers should decide to get his particular products to all retailers everywere at the same price. Suppose. also, that in order to do this he should consider the first plan which comes to mind, that being, pay all the freight and express bills each wholesaler incurs in shipping out this particular product, or group of products to retailers. How far would such a plan get? It would never succeed. Too much clerical work is involved in such a plan for the Almost every shipwholesaler. ment a wholesaler makes to retailers, not located in his city, is likely to contain a number of different products. No wholesaler could be expected to sit down and find out how much of that shipment should be charged against some particular product. It won't be done, common sense says so; hence time spent in shaping a plan of such requirements is time wasted.

A SIMPLE BUT SUCCESSFUL SOLUTION

The National Carbon Company has hurdled over this barrier by use of a seemingly simple plan. What it has done is in line with the thinking that has been done on this problem by well-seasoned advertisers of products that are light in weight from a shipping standpoint. It has followed their lead. After a study of the freight rates of all of its sales territories which gave it a working knowledge of the total amount of money its wholesalers spent on shipping charges, the company arrived at a figure on the margin it should allow its wholesalers in order to enable them to send all shipments "charges prepaid" to all retailers and still leave them as large a profit, if not a larger profit. then announced to its wholesalers that their margin on National Carbon products would be con-That insiderably increased. creased margin, it explained, was 24, 1927 imbling

of ingetting T at a or exrer, in esalers ticular everyappose, his he plan at bend exincurs ticular icts to such a r sucork is or the shipretaillikely fferent uld be nd out should ticular comtime such UTION npany er by plan. th the ne on d adlight stand-

rates which ge of y its

pping at a hould er to ments ailers

ge a

salers

con-

in-

was

Straight to the Heart of Business

at
the lowest
advertising
rate in the
Business
Executive
Field

with

BUSINESS

Burroughs Ave. and Second Blvd., Detroit, Mich.

J. R. HAYES One Park Ave. Bldg. New York City C. D. MacGREGOR Burroughs Ave. and Second Blvd. Detroit, Mich. S. D. R. SMITH 434 S. Wabash Ave. Chicago, Ill.

E. C. WILLIAMS Hobart Bldg. San Francisco, Calif. A. E. CHRISTOFFERS Walton Bidg. Atlanta, Ga.

May 14 2039

DDINTEDS' INE

...

sufficient to enable them to prepay shipments to retailers if they chose to do so. In making this announcement the company was careful to indicate to jobbers that it in no way intended to try to make them prepay shipping charges on retailers' order. It specifically announced that so far as it is concerned all jobbers are privi-leged to do as they please in the matter of prepaying charges on shipments to dealers.

This plan went into effect on February 1 of this year. It looks simple and it can be simply explained. It represents, nevertheless, a tremendous amount of hard work on one of the most difficult of . problems distribution. should serve as an admirable example to all other national advertisers of heavy-weight products seeking an answer on the way to handle this situation in a manner that benefits wholesaler, retailer and consumer, as well as the manufacturer.

> New Accounts for Frank Presbrey

The Riteall Checkwriter Corporation, ew York, manufacturer of a new New New York, manufacturer of a new check writing machine, has appointed the Frank Presbrey Company, New York, to direct its advertising account. B. W. Sangor and Company, realty developers, New York, have also appointed the Frank Presbrey Company to handle their advertising account. Plans call for the use of newspapers.

Appointed by "Modern Story Magazine"

The Burwyn Publishing Company, New York, has appointed the following advertising representatives for Modern Story Magazine: S. J. Perry, New York; J. B. Finucan, Chicago; and Lloyd B. Chappell, Los Angeles.

J. E. Gillespie Joins North Tonawanda Lumber Firm

James E. Gillespie, recently advertising manager of the King Construction Company, North Tonawanda, N. Y., has joined W. G. Palmer, Inc., sash, doors and mill-work, also of North Tona wanda, in a similar capacity.

Elgin Watch Reports Income The Elgin National Watch Company, Chicago, reports a net income of \$2,914,745, after Federal taxes and charges, for 1926, against \$3,083,486 for 1925.

Nicholson File Copy Ties Up with News of Exploration

News of a recent airplane flight in the jungles of Venezuels was used by the Nicholson File Company of Provi-dence, R. I., as the basis of newspaper advertising which, in addition to lending

itself to timely copy also was used as an effective testimonial. The caption read: "A forced landing meant death!" The text that followed tied up with the illustration of jungle vines, trees and two astonished natives peering at an airplane overhead. "When Lieutenant Walter Hilton made his flight to discover the secret of the Parima River, he had to stay in the air," read the copy. "For below stretched an impenetrable forest where landing meant certain death.

"All tools but one had been stripped from the plane in order to save gas-line. That one was a Nicholson Fib. Lieutenant Hilton says: 'Half a Nicholson File was far more useful to us than any other tool would have been. It could do a score of repair jobs in the air."

New Accounts for J. X. Netter

Agency L. Pierre Valligny, New York, maker of toilet preparations, has appointed J. X. Netter, Inc., New York advertising agency, to direct his advertising Magazines, farm papers and mail-order mediums will be used.

Shapiro & Aronson, New York, manufacturers of lighting fixtures, have also appointed J. X. Netter, Inc., to direct their advertising. Magazines, business papers and newspaper rotograyure adventigations.

papers and newspaper rotogravure advertising will be used.

Newspaper Campaign to Start on Best-Bilt Garages

The Washington Construction Company, Baltimore, manufacturer of Best-Bilt sheet metal garages, has placed advertising account with the H. Lesseraux Advertising Agency, also of Baltimore. A campaign, using newsparers in more. A campaign using newspapers in thirty-six cities in Illinois, Ohio, Penn-sylvania, Maryland and the District of Columbia will be started soon.

John. J. Jonck and H.N.Seeger Become Partners

John J. Jonek and Harold N. Seeger, San Francisco, have started a printing business in that city. Mr. Jonek was formerly a member of the firm of Jonek, Kibbee & Company. Mr. Seeger has been associated with Mr. Jonek for several years.

Buys Interst in "American Baptist"

Dr. J. W. Porter, publisher of the American Baptist, Memphis, Tenn., has purchased a half interest in that pub-lication. The headquarters of the mag-azine, which is issued weekly, have been moved to Lexington, Tenn.



NEWS ITEM from ~ PEDITOR and PUBLISHER March 5th 1927

OLD LOUISVILLE DAILY LEAVES A. M. FIELD eraid-Peat Will Continue as Eraci and Sanday Paper with Bull-Dog Frankle Was 55 Years

News

LOUISVILLE KY. March 3.—For the first time since December, 1809, Louise will so be served by 1809, Louise newspapers of the served by 1809, Louise newspapers of

James B. Brown, Louisville banker and yalisi, Peter best the morning edition of the House beautiful and the state of the House beautiful and the state of Change of the House beautiful and the state of Change Almary, John C. State of Change Almary, John C. State of Change of the State of Change of C nday edition.

nday edition.

The merning edition of the Meraldorder and the Meralding of the Meraldaction of the Meralding of the Mer

Coleman Du Pont of Delaware or sensor I.

The paper next passed to George A Newman and the name of George A Memory of George A Newman and the name of George A Newman and the Coleman Allison between the paper and the paper with the

1905.

Mr. Shaffe, who assumed all obligations and paid \$2,000 cash consideration. January, 1904, the position and the loss and paid \$2,000 cash consideration. In asset by Mr. Brown and the loss and t

porated with a capital of \$1,400,000 and \$1,400,

over

over Sunday

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

Member of the 100,000 Group of American Cities

, 1927 5 Up

ion ght in sed by Provispaper

ending sed as anding llowed

jungle natives When le his of the in the anding

gaso-File. Nichols than n. It in the

etter

maker pointed vertis-tising. 1-order

many re also direct usiness re ad-

Start

Com-Best ced its Baltivers in Pennrict of

eeger

Seeges, rinting k was Jonek, er has or sev-

can

of the t pube been

Holding no brief, seeking no ban



... bearded bomb-thrower ...

Many a review-type magazine, able, brilliant, hobbles its circulation, restricts its appeal, by holding briefs for this and seeking bans on that. A Wall Street periodical will view with alarm the same coal strike to which a "workers" periodical points with pride. Organs of opinion are usually organs of class opinion.

The newsmagazine

But TIME, the newsmagazine, holds no briefs, seeks no bans. Russian events are reported without permitting the inference that the Soviet Government is made up of bearded bomb-throwers. Railroad amalgamations are chronicled without the sugges-

TIME has no editorial page. But only TIME would report that Signor Francesco Marini, Director General of the Milan Schools, "strust forth in a black shirt, his round eyes wide and straining to flame like Il Duce's. (TIME, Jan. 24, 1927.)

. 1927

For every TIME subscriber in March 1923 there are 15 today.

tion that a millionaire is a menace to society. TIME'S opinions (so far as it expresses opinions*) are determined by the case, not by the combatants.

On their toes

TIME goes to an audience that is on its toes, mentally speaking. Always sophisticated, sometimes iconoclastic, it irritates the hidebound and bewilders the child-minded. And, costing more per word than any other U. S. periodical, it cannot reach the penurious, the penny-pinching. But these limitations serve only to present the advertiser with a market that is high as well as wide.

Clearer, saner

Every man who wants a clearer, saner world-picture than his newspaper gives him is a prospective TIME subscriber—some 135,000 such are TIME subscribers today. And the TIME reader is certain to be the alert, quick-minded, up-and-coming U. S. citizen in whom the proposition that "it pays to advertise" finds its firmest support.

ROBERT L. JOHNSON Advertising Manager 25 West 45th St., New York City Main Office: Penton Bldg., Cleveland, O.

TIME

THE WEEKLY NEWSMAGAZINE
To Press Tuesday To Roaders Friday



Your dealer may be selling or just shelving your product. To know which, you need only examine your sales record.

If your product is blocked by the dealer's greater interest in some competing article, or by his indifference to progressive merchandising methods, you are losing sales every day. Distribution channels are restricting, instead of promoting, the flow of your goods.

Perhaps this condition can be corrected by the kind of direct advertising which we are qualified to prepare and produce—direct advertising that is based on accurate understanding of dealer reactions.

To a discussion of this problem, we will bring, at your request, a breadth of experience and a specialized knowledge.



EVANS-WINTER-HEBB Inc. Detroit 820 Hancock Avenue West

Introducing the New Salesman

SHAKESPEARE COMPANY

SHARSPEARE COMPANY
KALAMAZOO, MICH.

Edilor of PRINTERS' INX:
Can you direct us to articles showing sample announcements that a firm might use in notifying the trade of new additions to the sales force? We have no noticed any such articles recently but helieve that you may be able to advise

SHAKESPEARE COMPANY

A LTHOUGH several articles on the subject mentioned in the above letter have appeared in PRINTERS' INK, there is not a great deal of information available. In an endeavor to supplement what has been published we have communicated with a number of concerns. From the data received, we have selected typical examples that are descriptive of the various methods being used.

There are three major classifications into which may be grouped the more general practices followed in introducing a new salesman. These are:

1. Personal introduction. (a) By retiring salesman.

(b) By district manager.
(c) By office representative.
(d) By sales manager.

2. By direct-mail.
(a) By letter.

(b) Announcement folder. (c) House magazine.

3. Business-paper advertising.

Many manufacturers, in de-scribing their procedure, express a decided preference for the personal introduction. They that the task confronting the new man is a sufficient test of his selling ability, without giving him the job of ice-breaking.

The Kolynos Co. has found that this is most effectively ac-complished by having the old salesman in the territory introduce the new man. These are among the reasons outlined by the

Kolynos Co.:

"If a new man should come in without the old salesman, dealers would want to know what is the matter. They would question whether he is as reliable as the old salesman. Accordingly, we find that it actually saves time, as well as being the better way, to have the old man go on the first trip with the new man, at

least in part."

In detail, this works out as follows: Mr. Addison is working the Baltimore, Washington, and Richmond territory with a new salesman, Mr. Trainor. On the first trip to a city, Mr. Addison drives up to a store with the new salesman. The store is located somewhere near the center of the town where they park the car. They make a few calls together. Then Mr. Addison works west and Mr. Trainor, east, until the

city is covered.

On his independent calls, the new salesman informs the customer that the old salesman is still in town on the job but he is now being assisted by the new salesman. The druggist is told that if he prefers to talk with Mr. Addison, although Mr. Addison is very busy, he is sure it could be arranged. Consequently, the druggist feels that the new salesman is supporting the old salesman and not changing anything that was done before. The druggist relies on the new salesman just as he has relied on the old salesman. The house is the same, price the same, quality the same and Addison is still on the job.

Wherever possible, the Stanley Insulating Company, maker of Stanley unbreakable vacuum products, has the representative who is leaving the territory introduce the new man to the buyers on the more important accounts. Where this is not possible, the sales manager makes a trip for the purpose of introduction. If the new salesman has been in a similar line of business and has an acquaintance with the trade he is about to call upon, he dictates a letter on the company's stationery, announcing his new connection. This supplements a letter from the sales manager, expressing appreciation for the courtesies shown the former representative and asking the same consideration for his successor.

Representatives of the Armstrong Cork Company, Linoleum Divi-

lefinite sel and sion, are taken under the wing of the district manager. This follows the salesman's completion of a course of training at the plant for at least six months and a service of about a year and one-half in the field doing salespromotion work.

A dignified announcement card serves to announce the new salesman to the customers of Curtis Lighting, Inc. There are many novel ways of introducing a new salesman, but these, this company has found, are not so effective as

more dignified methods.

New Atwater Kent salesmen must first spend a period of from three to four weeks with one of the outstanding salesmen in a territory other than that to which they have been assigned. This is done in order to give them as comprehensive a view of the Atwater Kent sales methods as is possible. The association with this outstanding salesman for a month, the company states, gives the new salesman many ideas regarding the handling of his own territory which he would not otherwise get. At the expiration of this period, the new salesman is then sent to the senior salesman in the territory to which he has been assigned.

In the event that he is to assume the responsibility of a senior salesman, he is met by the district manager of his territory, who has mapped out a plan of operation and who takes him around and introduces him to the wholesale trade. The senior salesman or district manager, as the case may be, spends two to three weeks with the new man in the territory. During the last week that his senior or district manager is with the salesman, the new salesman is asked to carry on his own campaign, make out his own route, and to handle the job just as if he were there alone. The senior or district manager during the last week remains only as an onlooker.

The National Cash Register Company, after a salesman is made a sales agent and given a territory, usually announces the fact to the merchants in his territory by means of a personal letter over the sales manager's signature.

Lehn & Fink salesmen introduce themselves. This usually takes the form of personally written advance call cards. In the case of a man who may have been known to the territory, the salesman merely announces his new affiliation.

One important means of introduction is afforded by news items in business papers. This is legitimate news which most publications are desirous of re-

ceiving.

Appointments of salesmen are also frequently made the subject of trade-paper advertisements. This is especially valuable where the industry has sectional trade papers which circulate largely over the territory covered by the new salesman.—[Ed. PRINTERS' INK.

Join Erwin, Wasey & Company

Marsh Watkins, for the last five years with George Batten Company, Inc. has joined Erwin, Wasev & Company, advertising agency, New York, as copinef. He was at one time with the sales promotion department of The B. F. Goodrich Rubber Company.

chief. He was at one time with the sales promotion department of The B. F. Goodrich Rubber Company.

K. L. Wehmeyer has joined the staff of Erwin, Wasey & Company as an account executive. He was formerly with the Western staff of the New York Daily News, and at one time he was with the Curtis Publishing Company.

W. M. Hart with Martin-Parry

William M. Hart has joined the Martin-Perry Corporation, York, Pa. He will be engaged in sales and advertising work. He was previously with the United States Advertising Corporation. Hart was at one time advertising manager of Photoplay, Chicago.

W. L. Kendall Heads Baldwin Chain & Manufacturing

Wesley L. Kendall has been elected president and treasurer of the Baldwin Chain & Manufacturing Company, Worcester, Mass., Baldwin roller chains. He succeeds the late William H. Gates.

Joins American Colortype

A, G. Harney has joined the sales staff of the American Colortype Company, Chicago.

Gntentment

is Not a Virtue
if it Prevents Progress

N 1913 American farmers were liv-I ing better than they had ever lived before. [So were the rest of us.] Their present gross income is about double what it was then. But the cost of production has increased. The standard of living has advanced on farms as in cities. The Farm Life group of more than a million farm families require and demand modern equipment, modern conveniences and modern opportunities for development and enjoyment. The same demand comes from other groups served by other good farm papers. That is the price farmers have put on their service in producing food and raw material for the nation. If there is discontent, it is leading to progress. Farmers are spending more than a billion dollars a month.

T. W. LeQuatte
Advertising Manager

Farm Life

Spencer, Indiana

terril letsigna-

. IO27

oduce es the ade of a mown

intronews his is most f re-

are subments. where trade over e new NK.

mpany
e years
Inc.,
mpany,
is copy
ith the
e B. F.

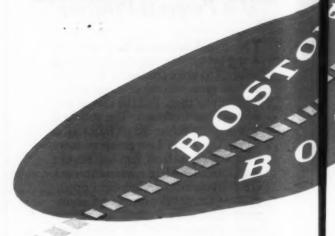
ne staff an acly with York he was pany.

ne Mar-He will ertising ith the oration. ertising

elected Baldwin ompany, chains, Gates.

type ne sales ne Com-

An invisible lin —divides Boston



Advertising success in Business Boston depends upon a thorough appreciation of the fact that Boston is a divided market. This separation, this difference in the preference and buying habits of Boston's two-and-a-half million population is not one of rich or poor, mass or class, native of foreign born—rather, it is a difference wrought by tradition heredity and environment. Advertisingly, it is not possible to appeal to both groups through the medium of any one newspaper. To cover Business Boston the advertiser must use a combination of newspapers—of which the Herald-Traveler must be one.

Advertising Representative: GEO. A. McDEVITT CO. 250 Park Ave., New York, N.Y. 914 Peoples Gas Bldg., Chicago, Ill.



For six years the Herald-Traveler been first in National Advertis including all financial, automo and publication advertising, an Boston daily newspapers.

25

24, 1927

ipon a

divided

popu-

dition

ossible

r musi Ierald

Travelet Adverti automi sing, an The line of demarcation separating Boston's two markets is intangible, but as unyielding as a stone wall. Among the four leading morning newspapers in Boston, three appeal to one group—the

Herald-Traveler covers the other like a blanket. To reach and influence Business Boston advertisingly, the Herald-Traveler is indispensable. Used in conjunction with one or more of the other Boston newspapers it assures a complete coverage of the Business Boston market for the product advertised.

In Business Boston the Herald-Traveler reaches the largest per capita buying power—a market covered by the Herald-Traveler and by the Herald-Traveler only.

BOSTON HERALD-TRAVELER

Advertising Representative: GEO. A. McDEVITT CO. 250 Park Ave., New York, N. Y. 914 Peoples Gas Bldg., Chicago, III.



For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising, among Boston daily newspapers.

Logical Media in Logical Markets

Standing out clearly from the maze of cross-currents beclouding the Pan-American situation is one indisputable fact—that despite the widely heralded "decline" of trade predicted for the years following the World War, inter-American commerce, a most effective promoter of Pan-American friendship, has more than doubled for the period 1921-1925 as compared with other similar periods.



America's Logical Markets

The leading publications who serve this vast and fertile region, maintain offices in the United States to co-operate with American manufacturers and their advertising agents in cultivating their respective fields. This, they are in a peculiarly advantageous position to do, since their well-carned prestige in these countries, resulting in a practical domination of the buying habits of the people, makes them the logical media for American goods. Through the United States offices of these publications, a comprehensive information and merchandising service is offered, without any obligation whatsoever on the part of manufacturers and advertising agencies making use of it.

ARGENTINA

LA NACION
Buenos Aires

MUNDO

Cordoba

ARGENTINO
EL HOGAR
DON GOYO
EL PAIS

CHILE

EL MERCURIO
Santiago
Valparaiso
Antofagasta

ZIG-ZAG SUCESOS FAMILIA LOS SPORTS CORRE VUELA

COLOMBIA

EL ESPECTADOR
Bogota

CUBA

EL MUNDO HAVANA TELEGRAM Havana

BOHEMIA ELEGANCIAS LA DEFENSA Manzanillo

ECUADOR

LA NACION
Guayaquil

PERU

EL COMERCIO LA CRONICA Lima

VARIEDADES MUNDIAL

URUGUAY

DIARIO
DEL PLATA
EL PLATA
Montevideo

MUNDO URUGUAYO

S. S. KOPPE & CO., Inc.

PUBLISHERS' REPRESENTATIVES

How Can the Lay Mind Be Made to Grasp Technical Ideas?

Printed Advertising Is at a Disadvantage, Because It Must Rely on Convincing the One Sense of Sight

By Edgar H. Felix

O general qualities constitute the real buying motive? Is it generalities which make lasting impressions? Or do people remember specific facts about a product? Do specific facts consti-

tute a stronger buying motive than the highly advertised generalities?

When one man talks to another about his motor car, he does not emphasize such generalities as "the pride of ownership," "the most luxurious car in the world," "the lowest cost transportation," or "the Prince of Wales has one." He tells you of the convenient gasoline gauge on the dash, the superiority of mechanical over hydraulic four-wheel brakes (or vice versa), the effectiveness of the balancer which eliminates crankshaft vibration. About his radio, he enthuses over the advantages of the Neutrodyne circuit or of resistance coupled amplification. He forgets whether the Secretary of State has a set of the same make as his. or that 68,000 like it were sold last year.

Consumer advertising concentrates its gunfire upon non-technical points. Occasional attempts have been made to sell the goods by pointing out their technical superiority in the hope that the layman may understand. But experience proves that the consumer public is non-technical. quently, the generalized appeal dominates advertising pages.

Nevertheless, it is a peculiar fact that a non-technical mind is most

> completely mastered by a technical point once it is grasped. No amount of talk regarding prestige, high quality or any other general argu-ment can eradicate the influence of a specific technical point, which has made an impression on the mind of the average buyer.

> Several years ago, a friend was showing a famous horticulturist the superior qualities of a newly purchased automobile. The horticulturist listened respectfully to the lecture about design with not the slightest change of facial expression. Finally, to demonstrate the silent operation of the motor, the friend started it up. It was cold and stiff. After a few preliminary sputters, it ran evenly, but with a steady clack, clack, clack. horticulturist smiled. He understand the noise.

"Oh, that's nothing," explained the motorist hurriedly. "It's only piston slap. You see, this car has aluminum pistons and, when they are cold, they contract. After two minutes' running, you can't hear the motor."



- and all they did was bend the handle

HERE THE READER IS MADE TO SEE THE STRENGTH OF A STILLSON

ets

1927

ires

Some months later, the horticulturist went automobile shopping. His first question, as he entered each salesroom was, "Is your car equipped with aluminum pistons?" If the salesman answered in the affirmative, the horticulturist left the salesroom without further ceremony. No amount of conversation about the "choice of

sation about the "choice of mass and class" could overcome that prejudice. Finally, one salesman, who so mething about pistons, showed him how modern engineering design had overcome the problem of piston slap. The rest was easy.

A careful housewife recently went about the task of
buying an electric refrigerator. The first salesman she
encountered explained that his
system employed a chemical
which did not give rise to
fumes. In fact, he made her
smell the liquid to demonstrate that it was odorless.
There was no danger, as with
other refrigerating systems,
of running all the food in her
icebox by poisonous fumes.

At each of the other four salesrooms she visited thereafter, she insisted first upon smelling the liquid which is pumped through the pipes in the refrigerator. No chemical fumes for her! Technical

point had registered. The fact that over 50,000 women had been fooled into buying one brand of these "poisonous refrigerators" made no difference to her. One whiff of the liquid at each place was all that she needed; then she went back and purchased of the first agent she had visited. If she had given the other salesmen a chance, any one of them could have explained that fumes arise only if the piping breaks and that such an extraordinary accident would put any make of refrigerator out of business.

No sales engineer will deny the influence of a technical point which has registered in the mind of a prospect. What he questions is the ability of advertising to get such an idea over to the untrained

reader. If it can be done without the use of the engineer's language—easily, smoothly and obviously—be will not resist technical points in advertising copy, especially when they emphasize something in his product which rival and competing concerns do not embody in theirs.



HOW FERGUSON INSTRUCTS READERS IN TECHNICAL POINTS

There is almost always at least one angle from which a product may be viewed, permitting of clear and vivid exploitation, without resort to technical language. It is as useless to use the engineer's terminology in consumer copy as it is to employ a foreign language. Admitting this to be the fact, how is the copy writer to use the technical idea in such a way that the average reader will grasp it?

Most advertising copy, attempting to get over a technical idea, fails because it tries to express the idea in words. These words are the foreign language which only engineers understand. You must speak to the layman in terms which he can grasp.

The horticulturist understood piston slap because he could hear

i, 1927

guage isly—

points cially ing in comdy in

least

duct clear t re-

It is

cer's as it rage. how ech-the mpt-idea, the are only

nust

bood

hear



National Coverage Local Influence



"Coverage" in the Southern Farm Market

One advantage of "The Standard Farm Paper Unit" is that thru The Progressive Farmer and Farm Woman it gives an advertiser the *right* coverage in the *right* sections of the thirteen southern states.

In an area where the richest farming sections of America are paralleled by belts of timber lands, mineral deposits and oil reservoirs, it is particularly important, when buying farm circulation, to know that you are concentrating in the farming sections.

Let us send you our county analysis showing buying power and farm circulation in our territory. It will shed new light on many of your sales and advertising problems in the South.

Ask us for our book "The Next Half Century Belongs To The South."



Birmingham

Raleigh

Memphis

Dallas

Standard Farm Unit



National Coverage Local Influence



PRAIRIE FARMER

The Standard Farm Paper of Illinois

Gives Complete Coverage Without Duplication!

The Erwin-Wasey survey of Illinois farm paper circulation rated Prairie Farmer with an 82.2% coverage.

Prairie Farmer's 141,031 subscribers in Illinois is an outstanding illustration of intensive coverage with no duplication. 141,031 circulation covers 141,-031 farms.

Prairie Farmer gives Coverage, Reader Interest and Dealer Influence at Low Cost.

PRAIRIE FARMER-Chicago

More Than 200,000 Circulation Weekly

Standard Farm Unit

it; the housewife adopted the fume test because she could *smell* fumes. The copy writer, seeking to register a technical idea, must rely upon something which the reader can see, because advertising copy delivers its message through the eye.

Many paint manufacturers claim that their product gives a smooth surface. But people don't buy goods any more because all the advertisements speak well of them. They must be shown. That is why "Barreled Sunlight" shows you in its copy an enlarged view of a "Barreled Sunlight" surface. The effect is more convincing than a hundred words of reading matter on the subject.

Stillson wrenches grip firmly and they are strong. Engineers can give you precise data in mathematical units to support the point. The copy writer used both ideas successfully, so that you can see both the viselike grip and the tremendous strength of Stillson

wrenches.

The selling point of the Hoover vacuum cleaner is a technical point. Perhaps a revolving brush as compared with a straight brush may not seem to be such a point at first thought, but certainly it is a specific mechanical feature rather than a comprehensive generality. "Positive agitation" is attained by a new form of electrically driven beater. This feature is dovetailed unmistakably with the name "Hoover"; its exclusiveness is With the strongly emphasized. desirability of "positive agitation," the Hoover name is closely linked. J. B. Ferguson, Inc., sells a radio

J. B. Ferguson, Inc., sells a radio receiver with a single tuning control, calibrated in meters. The illustration of the tuning dial might be somewhat more striking, but the illustration, nevertheless, instructs the reader in this technical selling point, aided by six lines

of explanation.

The successful use of the technical point in advertising is a matter of discovering a simple sense appeal by which it may be gotten over to the reader through the universal language of the senses and linked firmly with the maker's brand name.

The generalized appeals can

be couched in most attractive language, but over-all technical superiority in material and workmanship is effectively implanted by inference through the registration of a single, simple, understandable point. In word-of-mouth salesmanship, the inferential method is often used.

An automobile salesman, through social connections, had several opportunities to interview wealthy man who purchased three or four high-price cars each year. He failed in every attempt to put over appeals based on prestige and reputation, because this man had already been sold those very factors by agents of competing, high-price cars. Attempts to make progress on fine points of design were waved aside by the prospect with the plea that they were too intricate for his understanding. The young man real-ized that there was no striking generality he could put forward to outweigh his already established rivals. He decided that he must win on a specific technical point which would make a lasting appeal.

In his interviews, he had observed his prospect to be an enthusiast over first editions in fine bindings. An eminent psychologist had taught the young man to capitalize such an observation. He inquired carefully to learn why this hobby had such a strong appeal and learned that it was the pleasure derived in feeling with the finger tips the quality of the binding and paper used. The prospect's tactile sense was so highly developed that he could recognize any of his favorite volumes blindfolded, by simply running his fingertips over their surface.

On his final call, the young salesman brought with him the upper half of a rear axle housing, completely machined, but unpainted. It was by no means a handy thing to carry about. After unwrapping his bundle with meticulous care, he laid a piece of plush across the gentleman's Florentine desk. Upon this he placed his precious axle housing.

"Close your eyes," he said to the prospect. "Now, run your finger-

tips over this surface. Note how perfectly it is machined. This is only one of 2,000 parts of this car. Perfect machining is not essential to the satisfactory functioning of this particular part, but, so conscientiously is everything in our car made, that no improvement, either in design, workmanship or material, can be suggested in our present knowledge of the automotive art. I could bring you every part, one by one, and you would find it just as carefully and just as accurately fabricated."

He made the sale because he scored one point through an indelible sense impression which carried with it the suggestion that perfect workmanship was maintained throughout his product. It served as the argument which clinched every generalized appeal he had made. Incidentally, it was the only technical appeal which he got over; it was but a small percentage of his whole selling effort.

Getting over the technical appeal is not, then, the presentation of a lengthy scientific argument. It is a simple, vivid sense appeal, incidental to a complete selling argument, offering an undeniable anchor of support to broad and general claims.

It is often claimed that a product is too complex to permit of exploitation upon the specific mechanical or electrical qualities which give it superiority. mittedly, the whole story cannot be told. But, if sufficient study is made of a product by close contact with its designing engineers and the skilled workmen who contribute to its fabrication, one or more simple, fundamental features can be found which lend themselves to consumer advertising. Let this point be put over in a sense appealing, vivid picture and it will carry weight to support the trite, general arguments which predominate in consumer advertising.

Mason Tire Sales Gain

The net sales of the Mason Tire & Rubber Company, Kent, Ohio, amounted to \$14,452,304 in 1926, against \$9,841,135 in 1925, and \$9,211,953 in 1924. Net income for 1926 was \$401,904, before Federal taxes against \$165,960 for 1925.

The New and the Old in Merchandise

When a new family moves into a town and asks a dealer for credit, the dealer naturally wants to know their character, their willingness and ability to pay, and something of their history. But when an old customer wants anything, he gets it without question.

an on classifier it without question. It is the same way with merchandise. When a new, unknown, untried product is presented to a patron, he hesitate. There are a good many things he want to know about that product before he will trust it. And the dealer has to answer his questions, quiet his doubts, convince him of quality.

convince him of quality
But when a nationally advertisely
product is presented, the buyer greets as
old friend. He knows all about it, all
possible questions have been answered
in the advertisements, and the product
has a solid standing and prestige. The
advertising has saved the dealer all thus
cut down the cost of the sale; it has
cut down the cost of the sale; it has
made it possible to increase turnover and
boost net profit, all of which helps the
salesman of advertised products because
it increases the number of orders be can
secure.—"Meredith's Merchandising Advertising."

H. A. Hooker Joins Hurja-Johnson-Huwen

Harry A. Hooker has been appointed secretary and account executive of Hurja-Johnson-Huwen, Inc., Chicago advertising agency. He has been associated with the advertising business for twenty-five years, having served as advertising manager of the J. W. Butler Paper Company and the Austin Machinery Corporation, Chicago.

Vulcan Golf Account for Columbus Agency

The Vulcan Golf Company, Portsmouth, Ohio, manufacturer of Vulcan golf clubs, has appointed The Robbins & Pearson Company, Columbus, Ohio, advertising agency, to direct its advertising acount. Business papers, mail and magazines will be used.

Becomes General Manager of J. H. Smith Publishing Corp.

Shepard G. Barclay, until recently business and advertising manager of the New York Masonic Outlook, has resigned to become general manager of the John H. Smith Publishing Corporation, New York.

Appoints Philadelphia Agency Travel Adventures, tourist agency, has appointed Spector & Goldensky, Philadelphia advertising agency, to direct its advertising account. Newspapers are being used.

Coty, Inc., New York, perfumes, reports a net income of \$2,943,484 for 1926, against \$2,504,371 for 1925.



National Coverage Local Influence



COVERS NEBRASKA

THE NEBRASKA FARMER is subscribed to and read in almost three fourths of all the farm homes in Nebraska.

THAT IS COVERAGE!

THE NEBRASKA FARMER

Nebraska's Farm Paper

SAM R. McKELVIE, publisher, Lincoln, Nebraska

Wallace C. Richardson, Inc.

250 Park Avenue, New York
Edw. S. Townsend, 822 Kohl Bldg., San Francisco

Standard Farm Unit

o a town e dealer haracter, pay, and ut when

24, 1927 d in

handise. product presitates. he wants efore he has to doubts,

vertised treets an t it, all nswered product e. The all that it has it has ever and elps the because is he can

urjapointed
ive of
Chicago

ing Ad-

Chicago n assoless for as ad-Butler Machin-

Ports-Vulcan Robbins Ohio, adverdirect

Corp.
ecently
of the
as reger of
orpora-

gency cy, has Philaect its are be-

es, re-84 for



National Coverage Local Influence





Coverage That Parallels Thoro Dealer Distribution

In the three states of Minnesota, North and South Dakota, the circulation of THE FARMER—the Northwest's only weekly farm paper—coincides exactly with thoro retail distribution. The entire territory is dominated by farm trade, except the three metropolitan centers, and the best of this tremendous buying power is covered by THE FARMER.

Intensive farm to farm field work on a quota basis assures even distribution for THE FARMER to at least one-half of all farm homes on every rural route out of every post office in all strong agricultural sections. Surveys reveal that an equal unduplicated coverage can only be secured by the use of six general farm publications costing many times more than THE FARMER.

In addition to coverage THE FARMER enjoys the closest bond with its 160,000 subscribers who have had its intimate counsel for Northwestern agriculture and farm life since 1882.



The Northwest's Only Weekly Farm Paper
A Northwestern Institution Since 1882

Standard Farm Unit

on

ta, the

veekly

ution.

pt the

ndous

ssures

nalf of

fice in

equal

of six

THE

closest

imate

1882.

Shall We Drop the Jobber?

Some of the Things That Are Separating the Jobber and the Manufacturer and a Suggestion How They May Be Brought Together

By A. H. Deute

ONE difficulty under which many manufacturers labor is the fact that they often know mighty little about the jobber. They are too busy to learn about him. And the jobber has been so busy trying to keep alive that he has not been able to look around and ahead.

This isn't a plea for the jobber. The average jobber has had tough sledding for the past several years and mostly he has had it coming to him. He has gone on doing, business in a limited, narrow-

minded way.

If he does find a manufacturer who gives him a reasonably good discount, let us say the orthodox fifteen and two, he is very apt to get busy and give part of it away to the retailer to get the retailer's business. Of course he is probably driven to that course because some competitor started the prac-

If, a little later, he complains to the manufacturer about the lack of profit, the manufacturer recalls the price cutting which the jobber has done and says to him: should I give you a longer discount? You give away everything over 10 per cent. In fact, on good sellers you usually give away all but 5 per cent, and I can put my fingers on customers of yours who buy for as low as the cash discount." To all of which the jobber has to plead guilty. And the manufacturer nods his head in a self-satisfied way and says: "There you are! What can I do for you, anyway? You do business along destructive and not constructive lines-because you resort to price cutting, you cannot give any real service. You can't actually sell my line for me. So you put the bur-den of responsibility for distribu-tion and consumer demand right back upon my shoulders. All right! If the jobber can't and won't, then the manufacturer will have to."
In that frame of mind the man-

ufacturer hires his forces of specialty men, prepares a big advertising campaign and then starts to thinking how he can reduce the cost of selling. Before long he gets the clever idea of "cutting out the jobber and selling direct.

This isn't going to be an argument against direct selling. great majority of manufacturers who operate in more than just a local field and who may have tried direct selling to the retail trade know that it isn't direct selling which creates the problem. It is what goes with direct selling. The mass of direct shipments, for one thing; the expense of carrying the great number of tiny accounts, and the job of trying to collect all these retail accounts by mail. Or else having to wait for the salesman to see the retailer. If it isn't feasible to have a salesman call every ten days, the dealer fails to pay inside the discount period. Direct collecting is a dangerous undertaking.

THE JOBBER'S SIDE

Let's look for a moment at the jobber's side of it. Four jobbers in a busy city in the Missouri River section were talking about their industry. One of them men-tioned a well-known canned food product — nationally distributed. heavily advertised, known for two or three generations.

"What are you doing with it?" one jobber asked another.

"Handing it out when anybody insists on it," was the reply, "but pushing another product when I get a chance."

Then they discussed the policy of that manufacturer in trying to sell his line through anybody and everybody who called himself a jobber, with the result that, be-cause this line was widely adver-tised and well known, there were always enough jobbers who were willing to shut their eyes to the margin of profit on that item and sell it at no profit as a "leader."

With one or two jobbers using such a product as a leader, the other jobbers must sooner or later follow the price-cutter or their business suffers. So no jobber has really profited by the move of a few. The jobbers, though, are, in many ways, better able to defend themselves against such a condition than the unlucky manufacturer who finds himself in that mix-up.

So, these four jobbers were handling this particular item at no profit—handling it for competitive

reasons only.

Another problem that confronted them was the fact that some jobbers in Chicago, anxious to do business in these rather distant markets, were making up combination shipments, freight paid, and in the assortments included this and some other well-known brands, all of these latter quoted practically at cost.

Now, on one hand, the manufacturers of these lines might well feel that they were getting very inexpensive distribution through these jobbers. But the disconcerting fact is, that, while they are getting their products distributed at a very low rate by the jobbers, nevertheless, all the time the selling cost is climbing. That climbing of the selling cost is what worries many a manufacturer. He sees it climbing because he has to carry a great force of He tells himmissionary men. self that if the jobbers were doing their work, this would not be so essential. A few missionary men, to keep jobbers' men informed as to the lines, would suffice. But the manufacturer now often realizes that he is actually doing through his own men just about all the actual selling that there is being done. The fact is that while the jobbers' services may be very cheap, on paper, what is really going on is constant sales effort by the jobbers on lines not so well known and which really require much sales effort. But they pay a profit to the jobber. And the jobber, whether he likes it or not, must spend his main effort pushing

those lines which pay the most. So we have splendid, nationally known and sold lines, with big advertising campaigns back of them. And jobbers ought to be taking advantage of the salability of these lines and pushing them. Dealers would be better off if they, too, put their undivided energies behind these lines. That would mean that the full force of consumer advertising could be directed toward sales with jobbers and re-tailers backing it up. As it is, there is no gainsaying the fact that many if not most of the mtionally or widely advertised lines have to overcome the opposition of the logical distributors rather than have the benefit of their support 'and effort. On the one hand, you have the manufacturer putting large sums into advertising to the consumer and trying to market his line through the regular channels. On the other hand, you have the jobbers and retailers who ought to take advantage of this line and this advertising but who are actually putting their best efforts behind lines often not so good, usually little known, always harder to sell, but which show them a profit. Now, when one stops to consider that there are alone some 5,000 wholesale grocers in the United States, and that the number of salesmen they employ is conservatively set at 25,000, it becomes evident the gross pressure which is being put behind the sales of a good many products which these jobbers handle.

JOBBERS' MEN ARE GOOD SALESMEN

There seems to be a well-established theory among manufacturers that jobbers' salesmen cannot sell goods. But one has to spend only a day or two with a few jobbers' salesmen to learn that, on the contrary, more than half of them are really considerably better salesmen than the manufacturers' men who work in the same territories. They have to be. They have long lines to sell. They do sell great quantities of goods, and often they are putting their efforts behind private brands, unknown brands, unadvertised brands and actually getting business on a basis

1927 nost.

ionwith

k of be ility nem.

hey,

gies

bluc

con-

cted

re-

is,

fact

na-

ines

of

han

nort

you

ting

the

his

els.

the

ght

and tu-

besuto

der 000 ted of va-

nes

ich

f a ese

ah-

urnot

end

on of ter

ri-

do nd rts

wn nd



National Coverage Local Influence





In some instances the retail buyer cannot see quality merchandise for the large package and low price of inferior merchandise. The value of merchandise cannot be determined by the size of the package nor the price—real value can be determined only by the contents or material and workmanship built into the product.

If this plan should be followed in the purchase of merchandise it is equally as practical in the selection of advertising media. A thorough knowledge of how the subscription list was built is far more important than "How much circulation have you?" Mere circulation is one thing, and a subscription list built strictly on the merit of the publication is another.

"Coverage"? Yes, But



V CENTS:

A five cent piece has greater "Coverage" than a dime, but mere "Goverage" does not mean buying power. No matter how large the circulation, the advertising value of a publication can be determined only by the results produced.

ONZ

If you get the results, then you have "Coverage." A careful analysis of our subscription methods for over 32 years shows that the subscription list of Wallaces' Farmer is built for results.

WALLACES FARMER

Des Moines, Iowa

lowa Member Standard Farm Paper Unit

Standard Farm Unit



National Coverage Local Influence



of

"GEARED IN"

THE appeal of the discerning advertiser is directed to a definite audience. Wherever possible he uses a publication that is "geared in" with a clearly defined field.

A leading advertising agency has reported a recent survey in important producing States—including Wisconsin—which led to these conclusions:

1—"The state farm papers found favor in a considerably higher percentage of homes than did the national papers."

2—"The unduplicated coverage of the two state farm papers in each state reaches a higher percentage of farmers than does the unduplicated coverage of the six leading national farm publications."

THE WISCONSIN AGRICULTURIST is the Home Farm Paper of the greatest dairy State. It is "geared in" with Wisconsin rural business through the intimate personal touch of its entire staff. It commands more influence in rural Wisconsin than any other publication. It is also "geared in" with the Standard Farm Paper Unit, of which it is the Wisconsin member.

Through the columns of this truly Wisconsin publication the advertiser can reach the business farmers of Wisconsin in a way that is not possible by any other route.

The Wisconsin Agriculturist

Racine, Wis.

(Owned, edited and published in Wisconsin)

Standard Farm Unit

1, 1927

finite

at is

y in

d to

arm

con-

tire

any

arm

the

vay

which would cause the average missionary salesman to wilt and blow away.

But the jobbers' men are not putting their efforts behind the line of a certain manufacturer, so he says to himself: "The jobbers' men can't and won't sell my line. They're just order-takers."

The manufacturer does himself great wrong. One of these jobhers' men said to me not long ago: "These manufacturers who run down us jobbing men remind me of a steamboat pilot Mark Twain wrote about. I think his name was Stevens. He was out of a job one time and in need of money. A close-fisted steamboat captain heard of this pilot's plight and undertook to employ him at a very low wage about half the usual scale. The pilot, in despair, finally consented to take the boat on its trip down the river. Passengers and freight were on and the trip Then the captain noted that the pilot was hugging the bank, using the leads, doing everything which made for needless delays. At that rate, the boat would take many more days getting to New Orleans and it cost money to keep the boat in the river.

"Remonstrating with the pilot, the captain was told that a \$150 pilot did not know much about good, speedy operations of a river boat. He had to be careful, take his time, consider the passengers and crew first. Of course, now, a \$300 pilot was another matter. Such a pilot knew his business. He could take the boat right along and save much time."

The pilot got his regular wage before many miles more. But the jobber has not been able to work out on an equally clear-cut case for himself. Still it is true that the manufacturer, thinking that he has cheap jobber distribution, is really suffering because of the general heavy selling expense he is under because he is not making it interesting for the jobber to push the line.

You hear the manufacturer say: "I can't be asked to underwrite a profit for the jobber."

The jobber replies: "That may be so. But you aren't going to

get the jobber to put his efforts behind a line when there is no profit in handling it."

So he doesn't do it, and the manufacturer is suffering because of that fact. The thinking manufacturer is coming to realize, too, that it is one thing to talk about eliminating the jobber and selling direct and quite another thing to go out and do it economically. There is coming to be a good background of manufacturers who have tried it out only to find that it is very costly. Here and there, an occasional manufacturer does it successfully, but there are unusual circumstances and conditions governing the method.

We have the situation, therefore, of the manufacturer spending much money in high selling expenses because he can't seem to get the jobber to work with him.

On the other hand, you have the jobbers worrying along with profitable, but slow selling lines, which are difficult to move in the face of highly advertised competitive items. But the jobber has little choice. The well advertised item shows him no profit or at most a profit too small to be interesting. The private brand or the unadvertised line has a big paper profit, but getting it and turning it into cash is another matter.

Both manufacturer and jobber suffer, because, when all is said and done, the wholesale distributor who handles credits, serves the retailer, maintains distribution and keeps the market sweet and in good condition is the logical distributing outlet for the manufacturer.

But how may they be brought together?

How can the manufacturer keep the jobber interested? On what basis can the jobber see his way clear to put his efforts and the efforts of his sales force behind such a line?

The answer is obvious—it must be based on a reasonable profit.

Every jobber knows that. And the manufacturer who takes time to think realizes that fact.

In theory, this is a great and difficult problem to try to solve.

But many a time it has been solved in many a market. Usually it is solved when the manufacturer or somebody high enough in his employ with power to act, happens to drop into a given market and sit down and talk things over with a half dozen jobbers in the same room. It is surprising how the truth comes out in a gathering like that. Each jobber feels a little more friendly toward his competitor in a gathering like that. There isn't the tendency to feel mortally afraid of the competitor when one sees him face to face.

At one such meeting it developed that four of six jobbers in a given market were aware of their costs and they knew that they had to make a certain gross margin of profit to hold their heads above water. But they were not the ones who were demoralizing the territory. Two competitors were persisting in using this particular line for fighting purposes and that had brought the entire trade down to the cost basis, and this had resulted in three of the largest jobbers taking on other brands and pushing them.

The upshot was that the manufacturer first considered giving the line to one jobber on an exclusive arrangement, that one jobber to put his effort behind the line and undertake to sell an annual quota. But discussion brought out the fact that the job was too big for one jobber. So in the end three jobbers undertook to push and feature the line. Of course, that meant that that manufacturer did not have 100 per cent jobbing dis-But what of that? tribution. Every retailer in that market was being called on regularly and frequently by three different men pushing that line of goods. That was better than having six jobbing men call on the trade, none pushing the line, but several of them making a great effort to push another line.

This plan is now in operation. It has been for over a year. It seems that here is one way in which the manufacturer can greatly reduce his selling costs, and the jobber can be put into a position where he can look for reasonable

compensation sufficient to keep him interested and working and serving the manufacturer.

It is interesting to note that this manufacturer enjoys a selling and advertising cost per unit of sale in that particular territory which is far below his national average.

Change in Staff of Jacobsen Publishing Company

C. J. Jones has been transferred from the Philadelphia to the New York office of the Jacobsen Publishing Company, publisher of Hide and Leather. He will act in the capacity of manager. Frank MacCallum has become Philadelphia manager. He was formerly engaged in newspaper work at Jacksonville, Fla.

Appoints Wilson & Bristol Agency

Wilson & Bristol, New York advertising agency, have been appointed to direct the advertising of the Marie Barlow facial treatment line, made by the Celma Company, Toledo, which has opened a New York office. Newspapers, magazines and trade papers will be used.

L. L. Adelman Joins Advertisers' Service Company

Leon L. Adelman has become associated with Melvin Frend, of the Advertisers' Service Company, New York. Mr. Adelman was formerly with the Chas. Freshman Company, New York. At one time he was with Radio News and Science and Invention, in editorial capacities.

G. M. Johnson with Clark

Sanding Machine Company
George M. Johnson, for the last
eleven years with the Chicago office of
the Wm. H. Rankin Company, advertising agency, has joined the Clark
Sanding Machine Company, Chicago.
He will handle sales and advertising
for the Clarke Vac-All electric cleaners.

New Accounts for Frank B. White Agency

The George A. Howard Farming Company, Toledo, Obio, and the Burpee Can Scaler Company, Chicago, Ill., have appointed the Frank B. White Company, Chicago advertising agency, to direct their advertising accounts.

New Magazine on the Oriental Magazine has been started by Hari G. Govil, Inc., New York. Its editorial contents will be devoted to the life, thought, art and literature of the Orient. Hari G. Govil, president and treasurer, will also act as business manager.



National Coverage Local Influence



Leadership

-in Michigan

For years Michigan Farmer has enjoyed undisputed leadership as the state farm paper of its state.

In 1926, its lead in commercial advertising lineage amounted to 113% of the other paper's lineage.

Michigan Farmer leads overwhelmingly in practically every classification of advertising.

Buy your advertising as the leading advertisers buy, and you will use

MICHIGAN FARMER

- CAPPER PUBLICATION-

Detroit,

Michigan

Standard Farm Unit

keep g and that

4, 1927

selling nit of ritory ational

d from coffice mpany, He mager.

Philaly enickson-

vertisto di-Barlow the has apers,

assodver-York, the York, News torial

last ce of dver-Clark cago. ising ners.

Can Can apanny, irect

B.

ent lnc., will and ovil,



National Coverage Local Influence



Leadership

—in Pennsylvania

Pennsylvania Farmer is the recognized leading state farm paper for its state.

In 1926, its lead in commercial advertising lineage amounted to 22% of the other paper's lineage.

Consult the records of the last few years and note the big change in advertising factors in this state.

Buy your advertising as the leading advertisers buy, and you will use

PENNSYLVANIA FARMER

- CAPPER PUBLICATION-

Philadelphia,

Pennsylvania

Standard Farm Unit

24, 1927

Finding \$10 Bills Between the Pages of Business Papers

These Industrial Scouts Mine the Business Press for Live Sales Data

By James H. Collins

O NE afternoon, after tedious waiting, I had just been shown to a hotel room in Chicago. The door had hardly closed on the bell-boy when there came a rap.

"Oh, I've forgotten something!" said an excited woman, the guest who had just checked out. Dashing to the Bible, she took out a roll of bills as thick as the book of Job. She knew the money would be perfectly safe in such a cache, and had forgotten it herself.

First thing I do, now, in a hotel room, is look through the Bible. My room, or any other fellow's. It has become a habit.

In the industrial department of the Los Angeles Chamber of Commerce, there is a big table, around which visitors sit when waiting to talk with busy officials, On this table are many trade publications. Visitors read them with interest and profit, but for a long while money would have been safe in those periodicals so far as the staff was concerned.

Then, one of the fellows on this staff began taking home a bundle of these neglected periodicals, and going through their pages he found so many \$10 bills hidden away between the leaves that reading the business press is now a regular part of the industrial work of the Los Angeles Chamber of Commerce. The other day, Frank P. O'Brien, of that department, told me how they dig out these \$10 bills. He had just read an article of mine on clippings,* and it keyed in with his own experience to a degree that made him want to tell me about it.

It is the industrial department of the Chamber of Commerce that lays on the manufacturer's desk, in Aurora or Worcester, the reasons why he should have a branch factory or assembling plant in or around Los Angeles. Every few weeks, announcements are made of big concerns opening up in Southern California, after careful consideration of all the factors —just the other day it was John Willys, and a few months before, Henry Ford, and Sears-Roebuck. "All the factors" means plain competition with other Pacific Coast cities.

Consequently, this department has to have the "dope," and a lot of its best information is taken right out of the business publications we were speaking about.

"When you made that remark in your article on clippings about a man seeing things in print when his mind was keyed on a subject -that interested me," said Mr. O'Brien, and proceeded to show how it works in his case. The industrial department deals not only with the Fords and Willyses, but thousands of others, men of small capital, or no capital at all but business experience, who want counsel on Southern California industrial opportunities. Some have retired and moved to California, and want to get back into business to occupy their days. Others have started manufacturing plants, and need partners or capital. Others are in town on a scouting expedition, and want to know whether or not to move their factories from other sections. Still others have written about their dream of coming, and told what they are doing now, and want to do when they reach California, and how much money they possess, and so on; business heart-throb letters, of which Mr. O'Brien has hundreds filed away, waiting for specific information on a specific industry. It is his everyday job, too, to talk with these visitors, and so when he goes home with a bundle of trade and technical journals, infor-

143

ania

. .

211

^{*}PRINTERS' INK, February 3, 1927,

mation often leaps out from the pages, while there are also nights when things come slowly, because the brain isn't in gear, or something. Frank O'Brien says that Herbert Spencer was absolutely right—the mind absorbed in a given subject attracts information on that subject. And clipping is an intensely personal thing.

SOME TIPS FROM "PRINTERS' INK"

"We have just been conferring with Mr. Willys, and he has announced the selection of Los Angeles as the site for a Pacific Coast assembling plant," said O'Brien. "And now look at this":

He opened Printers' Ink at an article entitled "The Battle of the Giants," and pointed to a marked paragraph, "Merchandising methods are more important than the mer-

chandise."

"Mr. Willys said that at a Toledo meeting of his distributors. As it happens, we didn't see it until after he had decided to build here, but it is a statement of the utmost value in presenting the advantages of a community to such a man. His corporation needs a Pacific Coast branch plant for merchandising reasons - to get nearer the great motor-buying public here, and to serve as a base for the development of motor sales in the Orient. Here, in his own words, we find the admission that this is his biggest business problem today. That gives us a view of his mind, so we know where to begin stating our case. should he disclaim any interest in establishing a branch here-which of course a man as big as John Willys would hardly do-we have his own words to remind him of his interest."

That issue of Printers' Ink had twenty page numbers penciled on the cover, marking articles containing similar information, and Mr. O'Brien went over them, to illustrate his method of reading.

"Here is an article about recordbreaking sales of electric ranges in Seattle. Its point is that active selling tactics will sell more merchandise than even optimistic executives hope for. Not long ago, we had a long conference with an Eastern manufacturer who contemplates coming here with the line. This article will be sent him to indicate possibilities. Incidentally, he sees that we are still thinking about him, and about ways for him to get business here.

"Next, an article telling how Portland, Oreg., business men have undertaken a campaign to reach citizens with facts about the prosperity of that city. We keep very close track of all community advertising, not only on the Coast but elsewhere. Other communities are our competitors, from this standpoint. If a community in the Southeastern States enumerates in advantages in industrial sites, or power costs, or transportation or labor, we compare its figures with our own, often to our advantage. and are prepared to make comparative statements to an interested manufacturer. So this article was very carefully analyzed.

"Further along was an article about Toronto's permanent exposition. We are advocating a permanent merchandise exposition here, and this article contains facts showing the value of such an institution, and will help us sell the plan to our own business men.

"Then, here is an article explaining how the Durham Hosiery Mills spent two years studying their market, and in consequence altered their manufacturing and merchandising methods. It contains good information for us because when we go to a manufacturer and advocate activity in Southern California, we are asking him to alter his methods. So this article is full of firing-line information. With your article about clippings in the same issue, you might say that this was a very satisfactory number of PRINTERS' INK, from our viewpoint!"

Suppose you have a big customer, and a hard one—is it an advantage to know little things about his personality? Would it help you to find out that he likes golf, and to learn his average score? Could you make a closer contact if you discovered that he was, like yourself, a big game hunter, or

1927

with

conthat

him idenstill ways how men

the keep

oast, iities this the s its or or with

age,

om-

sted was

ticle osi-

pertion

inthe

exiery

ing

and onbeacin ing

01-

out you ery

RS'

adout

elp olf, re?

act

ke



National Coverage Local Influence



Leadership

-in Ohio

Ohio Farmer has been known for years as the leading state farm paper in Ohio.

In 1926 its lead in commercial lineage amounted to 42% of the other paper's lineage.

Also, Ohio Farmer's gain in lineage in 1926 amounted to more than six times the gain made by the other paper.

Buy your advertising as the leading advertisers buy, and you will use

OHIO FARMER

— CAPPER PUBLICATION—

Cleveland.

Ohio

Standard Farm Unit



National Coverage Local Influence



ti

al

th

S

ch

aı

cu

ar

CO

Leadership

-in Kansas

Kansas Farmer stands unchallenged as a state farm paper in its state.

The only direct competition for farm advertising is a weekly sectional newspaper.

In 1926 Kansas Farmer's lead in commercial advertising lineage amounted to 22% of the newspaper's lineage.

Kansas Farmer is way ahead of its 1921 and 1922 lineage levels and made a substantial gain in 1926. The other paper is well below its 1921 and 1922 levels and lost lineage last year.

Buy your advertising as the leading advertisers buy, and you will use

KANSAS FARMER

--- CAPPER PUBLICATION-

Topeka,

Kansas

Standard Farm Unit

an ardent collector of first editions? The trade press is full of valupersonalities for Frank O'Brien. Golf and first editions he ignores, but when Mr. John W. Prospect, of the Prospect Corporation, tells his business papers how the company saved \$100,000 last year by re-arranging its distribution, that is meat. much money would probably enable the Prospect Corporation to establish a Los Angeles branch or warehouse, and save still more, and there is an argument in Prospect's own words, something he cannot deny. Trade publications are full of statements like that, and a careful study of what an executive says about his costs, sales or policies, will often yield personal information on which to work.

In a textile journal, Mr. O'Brien had marked an article dealing with the need for basic facts for the comeback of that industry. Southern California is now manufacturing textiles in a small way, and has advantages in closeness to wool, cotton and silk, and so forth. This article suggested writing to the expert who made the study, asking his aid in emphasizing the Southern California textile picture.

In an iron trade journal there appeared an article about buying drop forgings, explaining the methods and viewpoint of a purchasing agent in that field. There are several dozen concerns in the Los Angeles industrial section making drop forgings. Such an article contains information by which they may find customers, and a digest is accordingly prepared and sent them.

A roofing concern in the East announces the opening of a branch warehouse, the third established within a year to take care of its customers. It should consider a Los Angeles branch, and there are figures showing what such branches cost, what they save in time, freight and other elements of distribution. The Chamber has been in correspondence with that concern on this very subject. Here is the opportunity to resume the correspondence, congratulating the

roofing company upon its growth. One of the Coast business papers has an article about the building of churches, schools and theaters in Southern California the past year. Every building of that kind has to have seats, and for several years the Chamber has been working to bring a seating concern to Los Angeles. "So far, we haven't even got to first base," says O'Brien, "but we keep hammering away, and here are more data about the number of seats sold in our territory, and some of these days a seating concern will see the light. Maybe it will be a big one, or maybe a small one, but when it comes, everything we have in the way of organization will be put behind it, to see that it gets the Southern California business.'

SOME DOPE ON PIPE LINES

A brief item in a Wall Street daily states that there are 90,000 miles of oil pipe line in the United States. Good! Somebody in the office wanted to know that the other day, and nobody could tell him—here is the "dope."

An argument arose in the office recently, when it was proposed that a full-page advertisement be reproduced on a blotter, for supplementary advertising, some maintaining that the reduction would kill readability. Well, here is a similar advertisement reproduced in a business paper, and it looks fine—out comes the page, as proof that the blotter will be effective.

Here is a quaint old photo of somebody's factory in 1893, with the factory hands in mustaches and sideburns. A hunch! Men who can remember such times have a keener interest in pictures like that than young folks, to whom the early nineties are merely history in a book. Among Eastern prospects there are certain old timers hard to reach with live information. Why not give them something of this sort, pictures of Old Los Angeles, 'dobe and pueblo days, contrasted with the present, as a common meeting ground?

In reading, Mr. O'Brien finds three different things to do. First, glancing. Second, cross indexing or clipping. Third, discussion. Glancing is the quick once over for a dozen or two business publications under the evening lamp, with mind still focused upon the day's events, to spot the high lights of interest. Now a page number is penciled on a cover, and again a paragraph marked with a few words of shorthand to clinch the connection in mind, for the next day.

Cross indexing is done by a girl, who takes these marked publications and writes an index that will locate them in the files. Not all periodicals are filed, however—lack of space and transient interest makes it preferable to clip articles in some cases, and the girl files the articles under subject heads.

Discussion means the getting together of department heads to go over important articles and develop lines for utilizing information. An article is often taken apart paragraph by paragraph. "Did John W. Prospect say that?" says one conferee. "Well, he maintained just the opposite when I talked with him on my last Eastern trip -I'll write and see if he's run into some new situation interesting to us." ing to us." Another observes: "What was that figure for power in the Blank Company's cost sheet? They can get power cheaper here -better write them again.'

Los Angeles has become so famous, not to say infamous, for blind brute boosting, that an institution like its Chamber of Commerce has much to live down-sins of the fathers, and a lot of sins the fathers never committed. In the industrial department, the "boost" was scrapped several years ago, and industrial growth is sought on hard engineering information stud-Engineering information dug out by engineers, specializing in traffic, motors and other fields important to manufacturers might be persuaded to build branches or move factories. Real data, of the kind that executives constantly use in determining policies.

Under R. D. Sangster, manager of this department, the engineering viewpoint has been adhered to, despite inherent handicaps. There is nothing showy about an engineer. ing survey planned to bring automobile assembling plants to town, Several years of hard, costly digging may be necessary before it is possible even to say that Ford or Willys seem to be interested Meanwhile, business concerns paying yearly dues to support such an institution may want to know what is being done with their money, and it takes courage to exhibit a bundle of charts and say, "Wait." But this way of working produces greater results in the end, and the method of reading business periodicals here outlined is part of

"We believe, from our experience, that it is adapted to other fields of business," says Mr. Sangster. "As an illustration, take banks. Nowadays, a bank's service to its depositors generally includes statistical information. The banker understands that information is likely to help one of his merchant or manufacturer depositors increase his business by adjustment to the general business situation, helps the bank by giving the customer more money to deposit, as well as making him a better borrowing customer by ability to use money. Well, it isn't hard to see how a bank might have somebody read a wide range of business publications, as we do here, and digest information for such despositors. And you can apply the same idea to other fields. To us, the business press has become a gold mine we dig out big nuggets right along. And there are ten times as many nuggets left for others to dig.

Appoints Harry Botsford
The Charles N. Hough Manufacturing
Company, Franklin, Fa., oil well specialties and pumping equipment, has appointed Harry Botsford, Titusville, Fa.,
advertising, to direct its advertising account. Oil business papers and direct
mail are being used.

Shoe Account for Cincinnati

Agency
The Krippendorf-Dittman Company.
Cincinnati, shoe manufacturer, bas appointed The Walter F. Haehnle Company, advertising agency of that city, to direct its advertising account.



National Coverage Local Influence



Leadership

-in Missouri

For years Missouri Ruralist has been the unquestioned leader of state farm papers in Missouri.

In 1926 its lead in commercial lineage over the other state farm paper amounted to 228% of the other paper's lineage.

Not only that, but in its 24 issues it carried 87% as much commercial lineage as a weekly sectional newspaper carried in its 52 issues. In 1921 and 1922 the newspaper carried nearly double the lineage of the Missouri Ruralist.

Missouri Ruralist is way ahead of its 1921 and 1922 lineage levels, and made a substantial gain last year, while the newspaper is well below its 1921 and 1922 levels and lost lineage last year.

Buy your advertising as the leading advertisers buy, and you will use

MISSOURI RURALIST

- CAPPER PUBLICATION-

St. Louis,

Missouri

Standard Farm Unit

own, digit is d or ested.

1927

neer-

payh an what oney, bit a 'ait." luces 1 the iness

exother Mr. take rvice ludes inker n is

rt of

itors ment ution, cust, as boruse see body pub-

publigest itors. idea busimine right es as

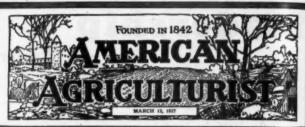
turing speas appropriate appropriate appropriate appropriate actions are actions as a second area at a secon

comty, to



National Coverage Local Influence





Why the President Vetoed the Farm Bill

Would Fix Prices, Increase Surplus and Injure Most Farmers

Exton's Nove: Because of its great importance, to are giving you on this page the most important parts of President Coolings's message verticing the Form Relief Bill No former can give this as worker creating united appending with as that

thef Bill No former can give this as so if reading usthout apprecing with us the Mr Caolidge has readered a real service to agriculture by the who.

Re one bowns
for them to been
for them to been
for them to been
for them to been
for the boundary
for the bo

Procedure Continue

o surphus and thus wake for were trade in the end,
then it cared. More than this, as the Precedent in the
end point on, it mus a selfat bill, designed to help
only a comparatively.

been regreded by thoughtful farmers an activities as the integrand of our application as the integrand of our application as of inconceptions. It says in effect the all the applicational scientists and all the this life for the application of the last go years are that what we cought to do in not to efficiently applications to integrate the integrand premission on one-crop forming.

Measure Science Date

The measure diocr against products which been surversally considered farming. The bill up American farming. The bill up and the survey of the

AMERICAN AGRICULTURIST

Blankets The New York Milk Shed 140,000 Circulation

tive eightmann to four raw would have the meanty suppose of all who have the heavy suppose of all who have the interests of the Nations at hunt. The difficulty with this particular measure is that it is not trained to aid farmers as a whole, and it is, feethermore, calculated to injure rather than promote the general

It is axiomatic that progress is made through building on the gued foundations that already exist. For many years—indeed, from before the day of modern perioditions





HENRY MORGENTHAU JR., Publisher, 461 Fourth Ave., N. Y. C.

Standard Farm |

The Newer Ideas in Newspaper Art Techniques

Methods of Handling the Illustration, Whereby Obviously Revolutionary Effects Are Secured in Behalf of Individuality

By W. Livingston Larned

THE search for new and original art techniques for newspaper campaign illustrations continues at a merry and inventive pace, with numerous decidedly novel effects making their appear-

Some of the most appealing of these techniques are not actually new in their fundamentals of art. but render old schemes in a distinctive manner and bring modern engraving to bear, when everything

else fails.

Unquestionably, the advertiser is wise in seeking art techniques differing radically from the general The public has grown more responsive and sophisticated in this regard, at once recognizing and paying tribute to the new note. By this means, more than almost any other, a newspaper campaign sets itself apart from all surrounding material, and makes its immediate

Novelty of composition ranks high, but art handling is equally important. In the field of the halftone, the greatest progress has been made, unquestionably. Some of these techniques are baffling to The engraver and the amateur. the artist alone know how it's

done.

We may profit by rehearsing several of the more original halftone ideas which are of recent origin and which have reached a high measure of technical efficiency.

A. Coarse screen halftones made from original pencil, dry-brush or crayon drawings. As conceived by the artist, line plates might have been used, but the acreen supplies the extra touch of

the acreen supplies the extra touch or originality.

The entire area of the drawing is covered by the equivalent of a "tint block," a smooth, gray setting, as it were, which softens the pigment employed. Sometimes highlights are cut out, on the plates, adding much to the artistic merit of a composition.

B. The increasing tendency to make an original wash illustration of a subject which could be reproduced, by half-tone, from a photograph. The difference is in the elimination of entirely unnecessary middle tones. In creating his illustration, the artist is in a position to simplify and to eliminate, which results in a more printable and "safe"



LIGHT ADVERTISEMENTS SUCH AS THIS ARE CONSPICUOUS ON NEWSPAPER PAGES

newspaper reproduction. Such drawings are seldom in more than black and two flat tones. They make for very brilliant contrasts. Still life studies or portraits of people profit by this simplification.

C. The complete mastery of the highlight halftone, by which process crayon and pencil effects are reproduced with amazing fidelity and from engravings which offer few, if any, technical hazards. All of the charm and artistry of a free, sketchy pencil illustration may be preserved. Within the past year, the engraver has made very wonderful strides in perfecting this process.

D. The combining of the realism of the halftone with the artistic possibilities of pen and ink, crayon, charcoal, or pencil. The two elements are blended into one complete plate. For example, although a photographic figure may pre-

Mar

sent the head and hands in "straight halftone," from the photographic print, the clothing is sketchily rendered in any one of the above-mentioned mediums.

The engraver does the rest.

E. More and more illustrations, E. More and more illustrations, wherein pen and ink is combined with wash. Thus, an interesting composition is first outlined with a pen, in ink. A few solid blacks may be sparingly used. Now the artist works over this skeletonized drawing with flat, skeletonized dr.

transparent turning it into a com-promise between a line and a wash. for halftone purposes. The technique is in favor, in this field because it prints well even under discouraging circumstances, is postery, and bold and direct, and is decidedly distinctive. The pen work acts as a strengthener, dispensing with soft, intermediate gradations of tone which might not well come out newspapers from elec-

trotypes or mats. F. What virtually constitutes a new art technique has to do with a combination of strong outline and ink, with the Day patterns. Such Ben Days are put on Such the original drawing, the original drawing, not by the engraver, on the plate, as is usually the case with the result that it is refined by reduction and resembles some unique halftone screen. These engravings are printing well, if elecmade trotypes are

with great care, although, as a general rule, Ben Day does not reduce to any considerable extent without smudging

considerable extent without smunging and filling in.

G. Human interest photographic subjects are seen today in ever-increasing number. That is, models are posed, under favorable circumstances, against any desired background, and coarse screen halftones used for their reproduction. They supply rotogravure atmosphere for individual advertisements, even in limited space. In other words, subjects which were formerly drawn up subjects which were formerly drawn up by an artist in any of the customary line mediums, are now handled by means of the camera, thereby bringing

means of the camera, thereby bringing a new realism.

H. In the most recent Listerine newspaper campaign of full pages, something new in illustrations of people has been attempted and with noticeable success. Very few advertisers have used the medium in question in a continuous and accumulative way. The method is to take a photograph of the model and then work over an enlarged print, with crayon, thereby injecting an extra and

artistic element, which leaves the assage person in doubt as to whether the illustration actually is a camera study or an original drawing from the model. These Listerine pictures have been one pelling because of their almost lifesize proportions.

Almost complete mastery of the outline style of technique has been achieved by newspaper artists. A

medium until recently neglected has now come into its own and with wide popular acclaim.

After years of a firm and apparently unshaken belief in the efficacy of dominating blacks and illustrations filled with intricate shading, the modern delicately conceived drawings are a desirable relief. They do much to clear up the former conglomerate and muddled appearance of the newspaper page.

But their touches upon an even more interesting development: Typography profits by this technique and is easier read. The eye is not led

away from what is being said by an aggressive illustration near at hand.

The continued use of this method in such campaigns as the very striking example of Wesson Oil is sufficient recommendation of the fact, moreover, that an illustration need not be filled with blacks in order to be conspicuous

on a newspaper page.

These fragile outline illustrations are projected into the eye by reason of the massed color around them. The more conflicting elements there are, the better for it. That priceless asset of the newspaper display, contrast, is busy once more; the soul of any newspaper series, whether applied to type of the illustrated space.

One of the latest to use this



de wheat supplies all the food

- in just the right proport



SUCH AN ILLUSTRATION AS THIS WOULD NEVER HAVE BEEN AT-TEMPTED FOR NEWSPAPER USE A FEW YEARS AGO



1927

averer the study model.

COM

the been A reI has been its wide n. of a rentelief of acks

ions cate

od-

-000

are lief.

to

and ar-

WS-

1150

an

stnt:

fits

ue

ad.

ed

is

IS-

he

on il-

th

3-

y

j-

National Coverage Local Influence





Stock Farmers Help Themselves

"Breeder's Gazette readers stand on their own feet and are progressing and prospering. They neither seek nor welcome outside interference, legislative or otherwise. Stockraising farmers have not been interested in the McNary-Haugen Bill. They are busy helping themselves. Their position today is stronger and much more satisfactory than it has been since 1920." (From the editorial page of the March 3, 1927, Gazette).

J. C. Brunk & Sons, breeders of Shorthorn cattle, Chester White hogs and Morgan horses on their farm in Sangamon Co., Ill., on March 2 wrote this to THE BREEDER'S GAZETTE:

"Dear Friends: President Coolidge showed up the political farm uplifters, the grand theorists and half-baked nonsense-spreaders. We have got to get rid of a lot of this unnecessary and impractical stuff that is being wished on us. It lies largely with ourselves to be our own bosses, and do and think for ourselves and our own interests. No one else will do it so well for us."

Livestock farmers have been making good profits and expect to continue.

You cannot reach them unless you use

The Breeder's Gazette

Published weekly by

THE SANDERS PUBLISHING COMPANY 529 South Franklin Street, Chicago, Illinois

Standard Farm Unit



National Coverage Local Influence



Co

ing ve

bla re

pe

OV

ble

OL

a of

m

up

ne

ar

lip

gı

lo

fl:

be

h

ie

30

A Case of Relativity!

The public's knowledge of agricultural conditions may be expressed very largely in terms of wheat, cotton, and corn.

When one or more of these crops has an off year, a hue and cry goes up that is heard all over the land and the impression is created that agriculture has gone to the "demnition bowwows."

Important as these crops are, no one of them is the sum and end of agricultural stability and prosperity.

A reliable estimate places the value of the 1926 wheat crop at one billion dollars; corn, two billion dollars; cotton, one billion dollars; and milk nearly three billion dollars.

But the old dairy cow doesn't make the front pages of the daily newspapers as does wheat, cotton, and corn and so her story isn't told.

Nevertheless, she is the greatest stabilizer and profitproducer in all agriculture. She is responsible for onefourth of the total agricultural wealth.

Just another case of a misconception of relative values.

HOARD'S DAIRYMAN

The National Dairy Farm Magazine

is the business paper of the great dairy industry and has been recognized as a leader and an authority for nearly fifty years.

HOARD'S DAIRYMAN, FORT ATKINSON, WISCONSIN

Standard Farm Unit

medium is The Florence Stove Company, with what success I leave it to you to decide after seeing a characteristic newspaper advertisement. One of these Florence advertisements is reproduced with this article.

Ranges, once drawn in heavy blacks and with much shading, are

rendered in skeleton pen strokes and as few of them as possible.

nay

and

ar.

ind

the

the

eat

ot-

on

of

nd

fit-

10-

ve

The compositions are of one, even, rather soothing tone. Nothing stands out over anything else. The eye does not race, inadvertently, from a block of type up to a picture.

Peculiarly enough, it should be stated, such drawings in pen outline need not bear a family resemblance of a too obvious nature. There are innumerable styles and techniques, dependent upon the resourcefulness of the artist.

One recent series was executed in crayon outline, not in pen-and-ink, and the high-light process of engraving was used, which produced a mellower result.

A campaign in Southern newspapers presented a series of these skeletonized drawings, with outer backgrounds of a flat Ben Day tint. No pattern, however, was permitted to go in the illustration proper.

That realism in figure illustrations, which was absent in the past, because artists were in too great a hurry to use models, is now brought about by their interesting ase. It is a rare thing today to find an illustration containing figures which have not been studied out either from photographic copy or direct from character models, selected for their fitness to put across a definite story.

Since newspaper campaigns are so often produced under time limitation pressure, a new scheme is to pose models in a studio. These are not copied exactly, in any sense, but the artist does find them invaluable in his search for intimate details and for the realism which only some program of this kind can supply.

With the increased efficiency of

AT THE FIRST WHITE WARNING



CONTROL DANDRUFF!

Differ that with two studied spin forces employs in 2 and the final spin forces employs in 2 and the final last of the reason belonging that the state is the last of the reason belonging that the state is the last of the reason belonging that the state is the last of the reason belonging that the state is the last of the reason belonging that the state is the last of the reason belonging that the state is the last of the reason belonging that the state is the last of the reason belonging that the state is the last of the reason belonging that the state is the last of the reason belonging that the state is the state in the reason belonging that the state is the state in the reason belonging that the state is the state in the reason belonging the state is the state in the reason belonging the state is the state in the state in the state is the state in the state is the state in the state in the state is the state in the state is the state in the state in the state is the state in the state is the state in the state in the state is the state in the state in the state is the state in the state in the state is the state in the state in the state in the state is the state in the state in

LISTERINE and dendrall simply do not get along together

MANY PEOPLE WOULD BE UNABLE TO TELL WHETHER THIS ILLUSTRATION IS A DRAWING OR A PHOTOGRAPH

the engraver, in the manipulation of newspaper halftones, through at least seven different processes—some of them known only to certain engravers—has come an increasing volume of wash illustrations which are designed with this specific field in mind.

The better ones are almost always simple. They depend upon a few tones, rather than the complete range, and contrasts are intensified to a point where the original itself may seem crude. But much is lost by the cutting process of the screen and by the varying grades of ink used on newspaper stock.

Indeed, any number of recent campaigns have employed camera studies as their basis, original wash

drawings being made from them, and the simplification idea carried to its safe and sure conclusion. There has never existed any doubt in the mind of the competent engraver concerning his ability to reproduce whatever is given him, but photographs are so apt to be filled with the complete range of tonal values and these militate against sharp contrasts and brilliant high-lighting.

When an artist creates a wash drawing he can avoid these pitfalls. He may put in or leave out, according to his knowledge of printing demands. And it is most pleasing to state that artists are coming to see the wisdom of elimbackgrounds whenever inating possible. Half the time, they are not needed and they certainly do more than can be listed here to clog up an illustration.

The sharp, clearly defined picture, silhouetted against white paper, is usually "sure fire."

The new techniques of newspaper advertising have won their popularity because of their practical character. They mean simpler drawings, simplified techniques. It would appear that, at last, such campaigns have shaken off the scourge of a surfeit of unnecessary detail. If one figure will take the place of six, then only one is used; if an object is selfsufficient unto itself, the background is omitted. There has been an art and copy housecleaning, as it were, dispensing with the draganchors which complicate advertisements, little or big.

Advertising and Sales Promotion Managers Made Directors

F. W. Ensey, advertising manager of McCormick & Company, Baltimore, has been elected a director of that com-pany, which manufactures Banquet and pany, which manufactures Banquet and Bee Brand products. H. C. Dill, manager of sales promo-tion, also has been elected a director.

New Account for United Advertising Agency

James Picker, Inc., New York, manufacturer of Kerasol and distributor of X-Ray equipment and accessories, has appointed the United Advertising Agency, New York, to direct its advertising account.

"Ask Me Another" List without Answers

HE Better Business Bureau of St. Louis has made good use of the widespread interest in "Ask Me Another" question lists. The bureau recently ran an advertisement in local newspapers which asked seven pertinent questions concerning the honesty and logic of sales arguments and statements that frequently appear in retail advertising not only in St. Louis but in practically every other city and town in the United States.

The tone of ironic humor running through the set of seven questions used by the bureau helps drive home the common sense of its criticism of unethical retail adver-The answers to the questions are not printed, making it a unique list. The questions follow:

If an advertiser offers you a piano at \$295 and agrees to give you a floor lamp, 50 rolls of music, a piano sexf, and a bench, absolutely free, is he'a philanthropist or is the offer only "bait" to entice you into the store, where clever sales tactics will result in selling a

sales tactics will resuit in seiting a high-priced instrument?

2. If you are asked to pay for a box of unordered ties or handkerchiefs on the plea of a blind man, and that blind man is reported to be the owner of an analysis unward of expensive car and making upward of \$1,000 a month as his share for the use of his name by promoters, who needs the charity most-you or the blind man? 3. If six different stores on the same

day advertise "the greatest values of the year," which one, if any, do you believe!

4. If a store advertises, "Unheard of values for our customers in a life-time values for our customers in a life-time opportunity to secure high-grade clothing," would you buy enough clothes to last your natural life for fear such a chance would not come again?

5. If a February clearance sale begins on January 24, is it a sign of an early spring or a hard fall?

6. How much does a "free" article cost you, when you are obliged to purchase another article to secure the "free" one?

7. If one radio dealer offered at a low price "the finest radio money can buy" price 'the nnest radio money can buy and another dealer merely offered another set, without boosting it as the finest, for a much higher price, which one would sell more radios to people who wanted real, high-class sets?

Perhaps the retailers who read the questions with a guilty conscience were able to answer them 100 per cent correctly.

1, 1927

List

au of

"Ask The ertisewhich stions logic

ments il ad-

s but

run-

quesdrive

f its

quesit a

llow:

floor scarf, he a "bait" clever

a box

fs on blind of an

e use needs man?

same

of the

rd of e-time cloth-

es to ich a egins early

rticle purfree"

buy"
anthe

eople

read

conhem

Brooklyn More Important Than Manhattan

The population of Brooklyn is greater than the population of Manhattan, according to the latest figures.

To thousands of Brooklyn people, a Brooklyn paper has more interest and prestige than any other paper could have. Many read Brooklyn papers exclusively.

The Brooklyn market is the most important in Greater New York. It is easily cultivated through the Brooklyn newspapers, especially the one that is rapidly becoming the dominating medium in Brooklyn and Long Island.

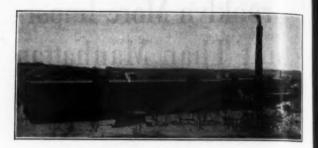
THE

Brooklyn Daily Times

National Representatives

LORENZEN & THOMPSON

19 West 44th St. New York 122 S. Michigan Blvd. Chicago Kohl Bldg. San Francisco



Follow Through On This Vast Basic Market

INDUSTRIAL advertising appropriations oftentimes seem to have vagabond habits. They go here and there and everywhere—concentration is notably lacking. Incidentally, so are the desired results.

Get under the surface where under-surface digging is profitable. It is in the textile industry. Here you have the second largest industry of the land—the tremen1027

dous buying power of more than \$6,000,000,000 invested capital.

This great market is easily accessible. No other industry offers such concentration for a strong sales approach. 95% of its output is confined to large units. Executives are fewer per thousand workers than in any other industry.

Textile World reaches through net paid subscribers, firms and individuals controlling 90% of the machinery of the textile industry. This is equivalent to 90% of the industry's buying power.

Let us interpret the textile market for your product and how to reach it.

Textile World

Largest net paid circulation and at the highest subscription price in the textile field

334 FOURTH AVE., NEW YORK

Member Audit Bureau of Circulations



Associated Business Papers, Inc.

Magazine Executives Meet with National Advertisers

They Discuss Frankly the Possible Solution of Their Related Problems at a Meeting in New York Sponsored by Executive Committee of the Association of National Advertisers

PROBLEMS surrounding the use of magazines by national advertisers were frankly discussed by both advertising and magazine executives at a meeting last week in New York. Those attending the meeting were the guests of the executive committee of the Association of National Advertisers.

S. E. Conybeare, president of the association, explained that the meeting was called for the purpose of presenting an opportunity for those present to speak, not as official bodies, but as experienced individuals who had at heart the accomplishment of an identical objective-that of getting greatest return from the dollars spent in advertising, an important factor in the economical distribution of the world's goods. was the second of a series of meetings arranged by the association between important advertising interests to discuss frankly and informally the possible and practical solutions of common problems.

Is there a trend away from magazines toward other mediums? Are magazines read in spite of motion pictures and the radio? Why do more advertisers put coupons in their advertising? These were some of the questions propounded by the advertisers.

On the other hand, the publishers brought up such topics as the opacity of paper, ratio of editorial and advertising content, make-up, percentage of renewals, etc.

An interesting concept of what the magazine offers to an advertiser was advanced by Stanley R. Latshaw, president of the Butterick Publishing Company, who said: "In offering space in a magazine, we offer a share in a monopoly. We cannot measure that monopoly by a pair of calipers, or other scientific measuring instrument. The extent of that monopoly can only be estimated. Advertising space in a magazine offers a share in the monopoly of the monthly magazine reading hours of a family, qualified by the number of other magazines read, number of newspapers read, and the number of other advertisers who claim attention in each publication."

While no definite action was decided upon, suggestions made and views expressed form a basis for further interchange of ideas. As a result of this meeting, the magazine committee of the Association of National Advertisers will establish a definite program of work which can be carried on expeditiously with the co-operation of the magazine publishers.

Those present representing the publishers were: Lee W. Maxwell, president, Crowell Publishing Co.; Paul Block, advertising director, Pictorial Review; William R. Boyd, advertising director, Curtis Publishing Co.; Arthur P. Curtishing Co.; Arthur P. Cur

B. Cuddihy, Literary Digest; and Ralph K. Strassman, advertising manager, Red Book Magazine; Eugene H. Forker, general manager, Cosmopolitan; D. L. Hedges, business manager, Good Housekeeping; A. C. G. Hammesfahr, president, Success; Edward F. Healey, advertising manager, Review of Reviews; Rodney B. Stuart, McCall's Magazine; N. R. Perry, advertising manager, Liberty; Dr. R. E. Rindfusz, executive secretary, Periodical Publishers Association, and Stanley R. Latshaw.

Representing the advertisers there were present the following advertising managers: Everett R. Smith, Fuller Brush Co.; S. Bayard Colgate, Colgate & Co.; Evams E. A. Stone, Standard Oil Co. of New Jersey; W. K. Burlen, New England Confectionery Co.; and Merle Banker Bates, Life Savers, Inc.; and Bernard Lichtenberg, assistant director of advertising, Alexander Hamilton Institute; S. E. Conybeare, Armstrong Cork Co., president of the Association National Advertisers, and Arthur H. Ogle, secretary-treasurer.

the standard of the standard o





These Shots will help 'Hole' the Customer's Dollar

Many an advertising campaigness starts out with a tremendous drive—double page smashes straight down the center spread of the leading magazines.

Then when it approaches the greenwhen the customer's dollar is about to drop into the cash register—something goes wrong. The campaign falls down for lack of putting—for lack of colorful direct mail, a booklet, a folder, a card, a blotter, or for some item that can be most effectively produced by Lithography.

Lithography is a real advertising opportunity—consider also its other forms—stationery and billing forms, labels, posters, greeting or post cards, cartons, brands, metal packages or display cards.

Lithography
Advertising that follows through to sale





Advertising that follows through to SALES



Your letter, folder, greeting or post card in the home



Your label or cartonthe actual sale



Your outdoor advertising on the way



Your inside store display at the point of sale



Your window display at the dealer's

Make it a practice to call freely upon your lithographer for advice. A competent representative will gladly discuss with you any problems you may have.

Lithographer's National Association, inc.

Lithography





Dealers Sold Sample Installations to Help Sell Other Dealers

The Brecht Company Thus Sold 2 Per Cent of the Total Potential Market in Twelve Months

By Donley D. Lukens

I T not only costs less to operate than my old ice box did, but it also keeps the food in so much better condition. Why, you have no idea what a difference the even temperature in the electric refrigerator makes in the way things will keep."

Mrs. Jones was displaying her comparatively new electric refrigerator to the less progressive Mrs.

Smith.

The Brecht Company, which for three score year and ten had been building ice boxes for retail butcher shops, watched the number of Mrs. Joneses grow from a few thousand to tens of thousands. As it watched, it quietly began to perfect the Electric Display Refrigerator Unit which would meet the requirements of the butcher shop where Mrs. Jones bought her meat.

The company's seventy years experience in building butchers' refrigerators and nearly twenty years of experience in building ammonia ice plants, together with its acquaintance with the problems of the retail butcher, stood it in good stead in perfecting the new

Display Unit.

By October, 1925, the company saw that the Smiths and the Browns were "keeping up with the Joneses" in the matter of household refrigeration. Mrs. Jones, with her usual progressiveness, was beginning to ask her butcher why he didn't use electric refrigeration. This was the psychological moment for which Brecht had been waiting. The manufacturers of household refrigeration units had educated the public to the point where electric refrigeration could be used as a sales argument by the retail butcher.

The company decided that if it could display one of the new cases

in every city of 100,000 or more population in the United States many of the cases would sell themselves. To open branch offices in all of these cities would have created too great an overhead. The alternative chosen was to sell one case in each of these cities.

A salesman of proved ability was chosen to cover the country and stay in each city until he had sold and delivered a display case.

In some instances he made slight concessions such as paying the freight from St. Louis or giving discount, in order to make his sale and get on to the next town in the shortest possible time.

"By the end of February a year ago," says Karl D. Umrath, vice-president and sales manager of The Brecht Company, "we had one or more of our cases in use in every city in which we had set out to sell one. In fact, you would have had some trouble in finding a spot in the United States where you would have had to travel more than 150 miles to see one of our cases in use."

HOW SALESMEN WERE OBTAINED

While the salesman was out in the field placing these cases, head-quarters was busy organizing a special sales force to handle the sale of these cases without interfering with the sales of the company's other products.

One small want-advertisement was inserted in a list of 150 newspapers. This advertisement brought a few inquiries from prospective salesmen, but 90 per cent of the 146 men who were chosen for this selling organization joined it as a result of seeing one of the cases in a butcher shop and writing to ask for a place on the sales force.

"Most of these men," continued

Mr. Umrath, "left jobs where they either had a salary or a drawing account which they could depend upon to come to us on a straight commission basis, with no guaranty of any kind. When men do this voluntarily and without any encouragement from us we know that they are sold on our product and house as well as their own ability to sell both of these things to the trade."

Mr. Umrath insists upon three things before he employs a sales-

1. The man must be willing and able to finance himself.

2. He must be able to give a surety bond.

3. He must sell Mr. Umrath on the idea that he is the "type" of specialty salesman who can sell to butchers. The company's experience has shown that a specialty salesman who is an outstanding success in selling bankers, large manufacturers or jobbers may be a miserable failure when he goes out to call on the butcher trade.

The prospective salesman who can meet these requirements is given a thirty days' trial. During this trial period, the company will grant any reasonable request he may make for assistance. If he so desires, he may have a special man sent to his territory to work with him for a few days. These special men act as teachers. They will either make the first sale and allow the salesman to observe their methods or they will allow the salesman to try to make the first sale and then attempt to show him where he can improve his selling technique.

CONSTRUCTION AND MECHANICAL DESIGN NOT EMPHASIZED

New salesmen are not told anything about the mechanical design or the construction of the case unless they ask specific questions. They are, however, thoroughly drilled in what the case will do for the butcher.

The points most strongly emphasized are:

1. Saves time by doing away with waiting for the iceman to arrive, chopping ice, packing the

bunker and salting it down, and cleaning up the muss which "iceing-up" always makes.

2. Everything in the case is within easy reach of the clerk while he is standing erect.

 By doing away with the constant stooping this case eliminates the backaches with which so many butchers suffer.

4. The scales are directly in front of both the customers and the clerk. This arrangement, made possible by a built-in scale stand on the case, saves the clerk several steps to and from the scale and enables the customer to verify the weight without craning his or her neck to see a scale several feet away.

5. Makes better display possible. The elimination of the bunker ends makes this room available for display purposes and the electric illumination adds to the attractiveness of the display.

6. Saves money for the butcher. All of these points are brought out pictorially in the company's direct-mail advertising which reaches 76,000 butchers in the United States, who are prospects for the cases. This direct-mail advertising brings about seventy-five inquiries a week. These leads are forwarded to the salesmen to be followed up.

A series of sixteen form letters was prepared to help the salesfollow-up their prospects. There is one or more of these letters to meet the requirements of every situation which has ever confronted any of the salesmen in the field. Whenever a salesman meets a situation which is not covered by this series of letters he is at liberty to write head-quarters in detail, giving all of the facts and a new letter will be added to the series to cover this new situation. The salesman requests the letters by number which he wants sent to each prospect and specifies the dates on which he wants them mailed.

Back of this selling organization helping them build and hold goodwill, is a service organization of forty men who are in the direct employ of the company and sev27

nd e-

es

ıd

or et

15

e-

ht

es

re

e

9-

s.

se

ts

in

n

is e-

d



Their Sign Problem is Solved Forever!

When the First National Stores, Inc., erected these DuraSheen signs (porcelain fused into steel) over their red front food stores, they solved their sign problem forever.

Not even the rigorous New England climate can weather a DuraSheen sign. It will never fade, rust or show any effects of exposure. Soap and water is all the "upkeep" it ever needs. And it unfailingly identifies the store in an impressive, striking manner.

Perhaps DuraSheen can solve your sign problems once and for all. Write for "Signs, How to Use and What Kind to Use."

BALTIMORE ENAMEL

Makers of "DuraSheen" Lifetime Signs

P.O. BOX E-4, BALTIMORE, MD. - 200 FIFTH AVE. NEW YORK

enty-five contract stations which employ service men trained by

"Our refrigeration units are no more exempt from wear and tear than any other piece of machinery," Mr. Umrath tells his salesmen. "Like every other piece of machinery they need adjustments from time to time. Tell your customers this at the time they buy the cases but also emphasize the fact that while our cases may need a call from a service man once in six or seven months, the old style ice box had to have a service call every day and sometimes, in extremely hot weather, twice a day."

Less than twelve months from the time that the first Brecht All-Electric-Display and Refrigeration Unit had been installed in a butcher shop, Brecht had sold one or more of these units to 2 per cent of its potential market.

New Accounts for B. S. Bowerman Agency

Lyon, Conklin & Company and the Maryland Metal Building Company, both of Baltimore, have appointed the B. S. Bowerman Agency, advertising, also of Baltimore, to direct their advertising accounts. Campaigns will be conducted using newspapers, direct-mail and outdoor advertising.

Bolland-McNary, Inc., Appointed

Copelof-Stillman & Company, New York, manufacturers of women's suits and coats, have appointed Bolland-Mc-Nary, Inc., New York advertising agency, to direct their advertising account. Business papers and direct mail will be used.

Ryan & Hughes Elect F. P. Howard Vice-President

Fred P. Howard has been elected vice-president of Ryan & Hughes, Inc., New York, automotive specialties and equipment wholesalers. He will be in charge of sales. Mr. Howard recently resigned as general sales manager of the Universal Tool Company.

Yale & Towne Earnings

The Yale & Towne Manufacturing Company, Stamford, Conn., reports for the year ended December 31, 1926, a net profit of \$2,527,754 after depreciation and Federal taxes. This compares with \$2,570,749 in 1925 and \$2,018,592 in 1924.

Opposition to Tax Increase Aided by Advertising

When the Pennsylvania State Legilature was studying a bill providing for an increase in the gasoline tax true two to three cents a gallon, a number of Philadelphia business men used fullpage advertising space in the local newspapers, opposing the increase. The advertisement quoted part of a report of the Pennsylvania Tax Commission which showed that the 1925 revenue met all road requirements and that the commission recommended that the twocent tax be made permanent.

Additional copy attempted to prove that the enforcement of the present law was needed rather than a higher tax. The closing paragraph urged all motor vehicle owners to communicate with their State Representatives and Senators to register opposition to the increase.

Set Date for National Lumber Meeting

The National Lumber Manufacturers' Association will hold its twenty-fifth annual meeting at Chicago on April 28 and 29. It is expected that before that date the raising of a fund of \$1,000,000 a year for a period of five years, to be used for lumber trade extension work, will have been completed.

Monark Refrigeration Company Appoints H. C. Frazer

H. C. Frazer, formerly of Lord & Thomas and Logan, Chicago, and for the last two years account executive with the Potts-Turnbull Company, Inc. Kansas City, has been appointed sale manager of the Monark Refrigeration Company, with headquarters at Kansas City.

e

is

in

al

ti

National Cloak & Suit Reports Sales

The sales of the National Cloak & Suit Company, New York, mail-order wearing apparel, totaled \$2,124,440 in February, 1927. against sales of \$2,509,014 for February, 1926. For the first two months of 1927, sales totaled \$4,697,486 against sales of \$5,341,361 for the first two months of 1926.

Joins Braeburn Alloy Steel Corporation

Felix Kremp, formerly with the Anchor Drawn Steel Company, Latrobe, Pa., has joined the Braeburn Alloy Steel Corporation, Braeburn, Pa., as assistant general sales manager.

Joins Seattle Agency

Albert Jacobson, formerly with the Emery Advertising Company, Spokane, Wash., has joined the copy department of The Daken Advertising Agency, Seattle.



... A market for 3,457,509 pairs of shoes annually

The Great Central Ohio Market absorbs a lot of merchandise every year Take shoes for instance. One big shoe concern in Columbus estimates that near-

ly 3½ million pairs of shoes are worn by Central Ohioans each year. Here's a sizable order for some enterprising shoe maker.

With a population of more than a million and a total wealth of more than 2½ billion dollars, The G. C. O. M. is a mighty attractive market for manufac-

turers of every type of

... And it's a market easily reached through the columns of The Columbus Dispatch.



The Columbus

Dispatch

ALWAYS-FIRST-IN-OHIO-

ase

Legisng for from umber umber tellnewsThe report

report aission evenue at the two-prove at law tax.

with

nber urers'

that 0.000

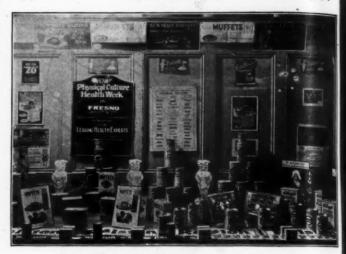
to be work,
mzer

for utive Inc., sales ation insas

Suit aring ary, for two ,486 first

the obe, iteel tant

the ane, ent acy,



How Leading Food Product A Unique Physical Culture B

HIS large and attractive display appeared in the window of Black's Package Grocery, Fresno, California, the second largest grocery store in the United States, during the Physical Culture Health Week held in that city from January 17th to 22nd.

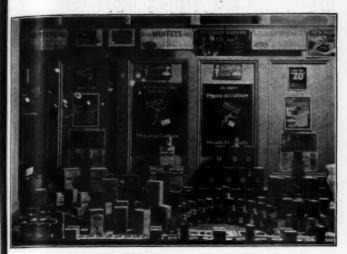
This is but one of scores of similar displays appearing in the larger grocery stores in the leading cities of the United States in connection with Physical Culture Health Weeks, which are held each year in about seventy-five of the key cities of the country under the direction of Physical Culture.

The window display service is only one of several forms of merchandising service offered the national food advertiser in connection with Physical Culture Health Weeks.

Physical Culture

The National Health Magazine

re



act Advertisers Are Using the Health Week Service..

MONG the nationally advertised food products receiving this service are Postum, Sealdsweet Oranges, Pabst-ett, Quaker Oats, Kellogg's Bran, Grape-Nuts, Morton's Salt, Pettijohn's, Post's Bran Flakes, Kellogg's Pep, Fleischmann's Yeast, Ovaltine, Muffets, Toddy, Ralston, Wheatena, Vegex, Wheatsworth Crackers, Eatmor Cranberries, Kaffee Hag, and many others.

This service is also available for all products associated with health, dietetics, cooking, sanitation, elimination of household drudgery, cleanliness, outdoor sports, care of the body, anatomic footwear, etc.

Food product advertisers especially, as well as their agents, should be fully informed of this service.

A thirty-two page descriptive booklet and complete details will be sent on request.

The National Health Magazine

Following is a partial list of well-known products advertised in LA PRENSA during January (the Argentine midsummer).

AUTOMOBILES

Buick Chevrolet Dodge Essex Ford Hupmobile

Overland Whippets Oldsmobile

Star Studebaker Willys-Knight

AUTOMOBILE ACCESSORIES

Bosch Magnetos
Columbia Batteries
Delco Light
Dunlop Tires
Exide Batteries
Goodyear Tires
Kelly Tires
Michelin Tires
Prest-O-Lite
Seiberling Tires
Sho-Lite Headlights
United States Tires
Veedol Oils
Wico Gasoline

CLOTHING—FURNISHINGS

Boston Garters Interwoven Hosiery Newark Shoes Paris Garters Spiraltex Ties

Willard Batteries

DRUG SPECIALTIES

Brandreth's Pills
Bayer's Aspirin
Bisurated Magnesia
Daisy Fly-killer
DeWitt's Pills
Flit

Flit Fly-tox Garfield's Tea Lavol Scott's Emulsion Sunset Dyes

Tanglefoot William's Pills

FOOD PRODUCTS

Armour's Veribest Products

OFFICE AND HOME SUPPLIES

Atwater Kent Radios American Flashlights Bright Star Flashlights

Cine-Kodaks
Corona Typewriters
Dupont Duco
Elliott-Fisher Machines

Eversharp Pens and Pencils
Eveready Batteries and Flashlights
Frigidaire
Gillette Razors

Hartmann Trunks Kodak Kelvinator Lily Paper Cups

Parker Pens Radiolas Royal Typewriter Remington Cash Registers

Underwood Typewriters Westclox

Westclox Westinghouse Products

TOILET REQUISITES
Hind's Honey and Almond Cream

Kolynos Prophylactic Tooth Brush

MISCELLANEOUS

American Spruce Lumber Case Tractors Deering Tractors Kermath Motors Samson Windmills Walter Field Co.

During 1926 LA PRENSA published a total of more than a million lines of advertising monthly.

JOSHUA B. POWERS

Exclusive Advertising Representative

250 Park Avenue

New York

"South America's Greatest Newspaper"

Another Real Estate Broker Starts Good-Will Copy

Nathanael Greene Uses Newspaper Space to Spread an Institutional Message

DO real estate brokers recognize the value of institutional advertising? This question was asked in an article which appeared in Printers' Ink of January 27, page 157. The article was entitled: "Has Good-Will Copy a

Place in Real Estate
Advertising?" In reply to the question
contained in that title,
it was stated that
from an examination
of those institutional
efforts which have
been reported, the
conclusion is that
statistics are all on
the side of advertisers who have used
direct selling copy.

1927

ucts

the

ta

ore

rk

Following the appearance of this article, PRINTERS' INK has heard from a Milwaukee broker who has just started a campaign to build prestige for his organization. This broker is Nathanael Greene and his campaign is submitted as an example of institutional advertising in its application to the requirements of real estate brokerage.

The copy is devoid of any reference to particular listings. There is no discussion of developments which the advertiser is promoting. Instead, the advertiser devotes his newspaper messages to describing the ability and experience of his organization as a medium of service in expediting real estate transactions. The layout suggests dignity and conservatism, reflecting the dependability of the organization. There are no illustrations, yet each advertisement is distinctive and inviting, incorporating well-balanced mechanical effects

with a generous use of white space. The advertisement reproduced herewith is representative of the series. The size of space used varies.

Every paragraph in the advertising focuses on the merits of the



THIS ATTRACTIVE NEWSPAPER LAYOUT IS REPRESENTA-TIVE OF A CAMPAIGN WHICH SELLS THE REAL ESTATE BROKER AS AN INSTITUTION

Nathanael Greene organization as a factor of real estate service. Emphasis is placed on the responsibility which each individual member of the staff must carry in maintaining the standards of the organization. And, as if publicly to herald the readiness of each member to fulfil his obligations, the copy lists the names of the sixteen salesmen and saleswomen.

"Each member on the sales staff is qualified through long experience and sound knowledge of values to render competent, cour-

teous and efficient service," reads one advertisement. Another gives this thought further amplification in the following: "The Nathanael Greene organization endeavors to link its distinctive real estate service with a high type of courtesy on the part of its individual members. Whether you buy or sell property through this organization, you are assured prompt and courteous attention to your problem by the Nathanael Greene personnel."
Advertising and its importance

in expediting real estate transactions is the subject of one advertisement. A description is given of the advertiser's specialized real estate advertising department which "speeds buying and selling -shortens the 'waiting period' in many instances-enables you to save money by moving property

quickly."

Mr. Greene started this campaign about two months ago. cost to him will be more than and the campaign planned to continue over a period of thirty weeks, with insertions

twice a week.

Getting back to the question as to whether real estate brokers appreciate the value of good-will advertising, Mr. Greene's organ-ization answers, "Here is one that does," and this description of its effort is a welcome addition to a list that should perhaps be longer.

Maytag Company Sales Show Big Increase

The Maytag Company, Newton, Iowa, Maytag Gyrafoam Washer, for the year ended December 31, 1926, reports net sales of \$12,403,738 for the year 1925. Net earnings for 1926 amounted to \$6,823,491 as compared to \$4,377,152 for 1925.

Radio Account for L. H. Waldron Agency

The Arthur H. Lynch Company, Inc., New York, manufacturer of radio de-vices, has appointed the L. H. Waldron Advertising Agency, New York, to di-rect its advertising account. Business papers, newspapers and direct mail will be used.

Joins Bellamy-Neff

L. McClellan has joined the Harry L. McClellan has joined the staff of Bellamy-Neff Company, Chicago advertising agency.

H. K. Carter and E. C. Ruwe Form New Service

H. K. Carter has joined with Edgar C. Ruwe, president of the Edgar C. Ruwe Company, direct-mail service, in organizing the Carter-Ruwe Company, at New York, a new marketing, sale promotion and merchandising service.

Mr. Carter was recently service manager of the Morse International Agency, and formerly vice-president of the Dorland Agency, Inc. At one time he was with the Curtis Publishing Company.

New Accounts for Groesbeck-Hearn Agency

F. T. H. Bacon, New York, building engineer, has appointed Groesbeck-Hearn, Inc., New York advertising agency, to direct his advertising account. Periodicals and New York newspapers

The Grand Hotel, Brunnen, Switzer-land, has also appointed Groesbeck-Hearn, Inc., to direct its advertising. Seasonal advertising in periodicals will

Sheaffer Pen Spring Campaign to Feature New Products

The W. A. Sheaffer Pen Company, Fort Madison, Iowa, is planning a spring advertising campaign, which will introduce a desk set and three new pen lines. The campaign will start in the middle of April and will appear in a total of 210 newspapers. In addition twenty-nine national magazines will be

Periodical Publishing Company Appointment

John A. Bacon has been appointed to the New York office of the Periodical Publishing Company, Grand Rapids, Mich. He will handle advertising sales in Metropolitan and Southern territory on the Furniture Record and the Furnture Manufacturer and Artisan. Mr. Bacon was formerly with the Detroit News.

New York Circulation Managers to Hold Convention

The New York State Circulation Managers' Association will hold its spring convention at Syracuse, on April 12 and 13. George Erh, Jr., of the Buffalo News, is arranging the program for the two-day session.

New Advertising Service at Baltimore

A new advertising service, the Falson Advertising Syndicate, Inc., has been started at Baltimore, Md., as an art service. H. Michelson and J. Falconer are directing officers of the new company.

1927 1We

dgar

c. c. in sany, sales e. man-ncy, Dor-was

ding ecksing unt. pers zerecking. will

ign

ing,

tro-

pen

the n a

tion

ny

ical ids, ales

Mr.

n-

aning and

alo

on

art ier

be

AGRICULTURAL IMPLEMENTS in ARGENTINA



ARGENTINA is FIRST

in imports of American agricultural implements, of all the markets of the world.

It purchases nearly \$18,000,000 worth of agricultural implements annually, including, among other articles, the following: Dairy equipment, plows, harrows, drills and seeders, mowers, harvesters, wheel tractors and wind-mills.

What is more—the imports of agricultural implements from the United States to Argentina have increased by fully \$1,000,000, in 1925 over 1924!

These facts are of interest not only to manufacturers of agricultural implements but to exporters of all kinds of merchandise, because, reflecting as they do the intensification of those agricultural activities which constitute the solid foundation of Argentina's ever-growing prosperity, they point in no unmistakable manner to the countiess opportunities for the introduction of necessities and luxuries of all kinds.

LA NACION

of Buenos Aires

because of its tremendous prestige, born of more than a half-century of unselfish service to the nation, is the medium through which Argentina's property may be turned to the advantage of American exporters, because it reaches the people in general and those who can afford the best, in particular. LA NACION invites inquiries regarding the opportunities now awaiting American exporters in that prosperous and fertile market—ARGENTINA.

"Ask LA NACION about Argentina"

Editorial and General Offices in the United States: W. W. DAVIES Correspondent and General

Representative
383 Madison Ave., New York

United States Advertising Representatives: S. S. KOPPE & CO., INC. Times Bidg., New York Telephone: Bryant 6900

Write for "Advertising in Argentina" and "Certified Circulation," by Dr. Jorge A. Mitre, Publisher of LA NACION

What "Printers' Ink" Can Tell You About Sales Contests

DICTAPHONE CORPORATION
NEW YORK
Editor of PRINTERS' INE:

I am just wondering if you have in any concrete form information on sales contests, that is, description of various kinds of contests conducted by sales organizations

DICTAPHONE CORPORATION, R. E. HUTCHINSON.

SINCE January, 1922, PRINT-ERS' INK and PRINTERS' INK Monthly have carried fifty-eight articles on sales contests. These articles give the experiences of such companies as:

Welch Grape Juice Company Duro Pump & Manufacturing Com-

Central Maine Power Company Peggy Paige Company Willys-Overland, Inc. American Slicing Machine Company American Slicing Machine Company Peckham-Foreman, Inc., Puget Sound Power & Light Company R. M. Hollingshead Company Merrell-Soule Company American Radiator Company National Surety Company National Lamp Works of the General lectric Company

Electric Company U. S. Hoffman Machinery Corporation O. S. Horman Machinery Company Dunlop Tire and Rubber Company Bussman Manufacturing Company Todd Protectograph Company Hewes and Potter

Hewes and Potter
Franklin Sugar Refining Company
Cooper, Wells and Company
Ruberoid Company
Walworth Manufacturing Company
Western Grocer Mills
Chevrolet Motor Company
International Harvester Company
Apex Electrical Distributing Company
Tide Water Oil Sales Corporation
Westinghouse Electric & Manufacturgg Company

ing Company
Geo. P. Ide Company, Inc.
Franklin Automobile Company
Armour & Company A. J. Deer Company, Inc. Paraffine Companies New Jersey Zinc Company Oakley Chemical Company Elliott-Fisher Company

The articles cover the following problems which usually arise when contests of this kind are held:

How can a contest be designed to cut sales expenses?

What prizes should be offered? Do "Special Contest" salesmen bring business losses?

What should be done when interest in the contest begins to lag?

How can a sales contest win the sup-port of jobbers' salesmen? Should the sales contest tie up with advertising?

How can the sales force be shown the value of sales contests? Will a sales contest stabilize employ-

ment?

How can sales contest enthusiasm be kept at the boiling point?

How can the after-contest slump be

remedied?
What kind of sales contests will hele eliminate seasonal selling? How can all salesmen be given an equal chance in the sales contest?

What do contests contribute to sales-manship? What kinds of contests will give per-

manent results? Can sales contests be used to collect data for sales manuals, advertising copy,

What are the advantages and disadvantages of sales contests?

A special bibliography of articles referring to all of these questions will be sent to anyone interested in sales contests.-[Ed. PRINTERS'

Baltimore Ice Dealers Plan Joint Compaign

The Ice Publicity Association of Bal-The fee Publicity Association of Bal-timore, organized recently by ice manu-facturers of that city, will shortly be-gin a newspaper advertising campaign. "Ice is cheaper, better, safer," will be the theme of this advertising. John P. Faherty, of Washington, D. C., is man-ager of the association.

Knox Hat Sales Higher

The Knox Hat Company, New York, and subsidiaries, report sales of \$6,710,233 for the year 1926, compared with sales of \$5,847,555 for the year 1925. This is an increase of \$862,678. Earnings, after depreciation and all isventory adjustments, etc., and before Federal taxes and interest, amounted to \$730,466, an increase of \$125,290 over

Appointed by Periodical Publishing Company

J. B. Beresford has been made circulation manager of the Furniture Record and Furniture Manageacturer and Artian, published by the Periodical Publishing Company, Grand Rapids, Mich. He was formerly with Child Life, Chicago.

Three Minute Cereals Sales Manager Made Vice-President

Donald McGrath, sales manager of the Three Minute Cereals Company, Cedar Rapids, Iowa, has been elected vice-president. He will continue in charge of sales.

Ride through on the rising tide—

During the last seven years the Tulsa World has developed the Tulsa market from a strictly local one to a great wealthy and resourceful one 70 miles in radius and comprising the major portion of twenty-one counties . . . described as the MAGIC EMPIRE.

There is conclusive proof that the MAGIC EMPIRE is the greatest market unit of Oklahoma. Sufficient indication of The World's position as the predominating sales and advertising medium in its development from one edition daily, seven days a week with an average circulation of 25,000 copies in 1920 to its present all-day coverage with

13 Issues Each week

February Sworn Net Paid Circulation

75,389 63,088

TULSA-WORLD

Oklahoma's Greatest Newspaper

Tulsa's Only All-Day Newspaper

THE NEWSPAPER THAT MADE THE MAGIC EMPIRE ORLAHOMA'S GREATEST MARKET UNIT

supwith

n the ploy-

p be help n an

perollect copy,

icles tions ested

lisad-

Balnanup beaign.

n P.

York, \$6,pared year ,678. Il inefore

ed to

eircuecord isan, shing was

ales lent f the cedar vicelarge



THE FINE ART OF ADVERTISEMENT WRITING

For every illustrious sculptor and painter, a myriad of unheralded artists have lived and died.

For every Shakespeare, there have been thousands of would-be dramatists—men whose names were never known.

For every Kreisler, there have been countless mediocre violinists.

Is that not true of advertisement writers?

Of the thousands of men and women who are called "copy writers," how few are truly great!

Veritably, advertisement writing *must* be a fine art—else more writers would attain fame.

Yet with all the difficulties of advertisement writing, the art itself is quite simple. It seems complex only because men who do not understand advertising have made it look complex.

Layouts, typography, paintings, halftones, electros—all seem to be indefinably a part of every advertisement.

So they are.

They are essential — just as paint and wall paper are essential to a house.

But the *soul* of an advertisement, the thing that makes it great or commonplace, is the story.

Any writer who can by intuition or training select the right theme and present it in entrancing form can command a princely salary.

He need know nothing of layouts, adsetting, art or any other mechanical feature of an advertisement.

Find the theme! Create the story!

HENRI, HURST & McDonald • Advertising
58 EAST WASHINGTON STREET • CHICAGO

Proven Selling Power On the Circulation Bargain Counter

Manufacturers and their dealers only a few years ago greatly deplored the "invasion" of the mail order house.

Today these same dealers and their sources of goods are taking a page of learning from the history of the successful mail selling operators. They have found that the same copy appeals which brought orders by post can also send the prospect to the small town store.

And a few forward looking manufacturers are "invading" the same advertising space where these mail-sellers so richly prospered. As their mail selling competitors before them, they are reaping a harvest in this great unworked market in town, village and country.

At the lowest line rate obtainable thru this new group of publications, of proven selling power reaching over 30,000,000 readers in the towns you can cheaply cover this great market.

Test this space with keyed or coupon copy as many publicity advertisers have done. We will rest our argument on such a test.

Mail Order Publishers Association

510 No. Dearborn Street, Chicago

PUBLISHER MEMBERS

Blade & Ledger, Chicago Clover Leaf Weeklies, St. Paul, Minn. Home Friend, Kansas City Household Guest, Chicago Kousehold Journal, Batavia, Ill. Illustrated Companion, New York Illustrated Mechanics, Kansas City, Mo. Mother's Home Life, Chicago Pathfinder, Washington, D. C. Today's Housewife, New York City

F

"THE BEST SPACE VALUE IN AMERICA"

927

r

ITS

ail

ds

he

nd

by

vn

re

ese

ail

a

n,

W

ег

ou

n

Mo.

4"

Aid the Government Can Give Machinery Exporters

W. H. Rastall, Chief of Industrial Machinery Division, Gives Engineering Advertisers, at Chicago, Some Interesting Information on the Foreign Sales Market and How It Should Be Approached

W HY try to sell in foreign countries when I can get all the domestic business I want? That natural question, asked frequently by the American manufacturer, should be studied from more than one angle, W. H. Rastall, Chief of the Industrial Machinery Division of the Bureau of Foreign and Domestic Commerce, told members of the Engineering Advertisers Association, Chicago, at their meeting on March 14.

"It is possible to build up a good ratio of export sales without going to great expense," he said, "for the reason that American machinery has a very definite prestige abroad. One manufacturer of heavy machinery sells 27 per cent of his production abroad and he has never sent a representative to a single foreign country. Probably the average manufacturer of machinery is now selling 20 per cent of his output to foreign markets.

"The manufacturer not interested at present in export should remember that the domestic market may not always give him the sales volume he wants. If 20 per cent of his sales not subject to domestic depressions is at all attractive he should get started in export now. There is no reason why this can not be clean, attractive business, involving a minimum of service and trivial detail, if he will give careful attention to a few essentials."

Frequently it is not wise to sell abroad at the domestic price, Mr. Rastall explained. Since machinery exported to foreign countries is not subject to the same sales and advertising costs, it is neither fair nor practical to use

Ask Them What They Think of the Dope Book

HERE'S a gamble we're glad to take. These folks are a few of the early subscribers to the Ellis Dope Book. We haven't even inquired, but if you'll pick out the nearest two, ask them how they like the dope and enclose stamped return envelope, we think they'll be good enough at least to scribble "okay", or "N.G." on your letter and shoot it back. We dare you!

Far East

Kenyon Company, 131 Clarendon St., Boston

. New York City

C. C. Green Advertising Co., 450 Fourth Avenue Hommann & Tarcher, 25 West 45th Street Huber Hoge, Inc., 415 Lexington Avenue Ray D. Lillibridge, Inc., 8 West 40th St.

New York State

Geo. S. DeRouville, 452 Broadway, Albany H. Tyler Kay, 793 Main St., Buffalo

Middle West

Bissell & Land, 339 Boulevard of the Allies, Pittsburgh D'Arcy Advertising Co., Missouri State Life Bldg., St. Louis Keelor & Stites, 18 West 7th St., Cincinnati John S. King Co., 1220 Huron Road,

cinnati John S. King Co., 1220 Huron Road, Cleveland C. C. Winningham Co., General Motors Bldg., Detroit

South

Associated Adv. Co., 230 Forsythe St., Jacksonville, Fla. Green & Van Sant, Citizens' Nat. Bank Bldg., Baltimore Southwestern Advertising Agency, Majestic Theatre Bldg., Dallas

Far West

Izzard Adv. Co., Times Bldg., Seattle Alvin Long, Realty Bldg., San Jose, Cal.

Canada

Dominion Advertisers, Ltd., 190 St. James Street, Montreal

Please either make this test or let us tell you more about this corking service.

LYNN ELLIS, Inc.

Room 346, Desk A-26

One Madison Ave., New York



Tell the World

-the Englishspeaking world -through

Punch

—the paper that is England.

MARION JEAN LYON
Advertisement Manager, "PUNCH"
be, FLEET STREET,
LONDON, E.C.4, ENG.

the very same prices at which the equipment is offered at home.

"Export advertising is an art in self," he continued. "With the help of our men at Washington we can go a long way toward helping the prospective exporter. The first thing to think about is the foreign publication. Technical papers abroad are of such a character that they may need to be supplemented with newspapers. The Department of Commerce gets 3,000 foreign periodicals regularly and it is possible for us to lend sample copies sometimes. We will help a manufacturer check foreign distributor's qualifications and limitations. We can help determine the character and standing of foreign publications. We have a good collection of direct-mail advertising abroad, and it is well worth an advertiser's time to sit down with samples and see what has been done."

On April 18 the Engineering Advertisers Association will hold a joint meeting with the Milwaukee Association of Industrial Advertisers, at Milwaukee.

King Manufacturing Company Appointments

The King Manufacturing Corporation, Buffalo, N. Y., has appointed The Griswold-Eshleman Company, Cleveland advertising agency, to direct its advertising account.

McKinney, Marsh & McMillan, Toronto advertising agency, has been appointed to handle the Canadian advertising of the King Manufacturing Corporation, and King Quality Products, Inc., Buffalo, N. Y.

Penick & Ford Report Large Increase

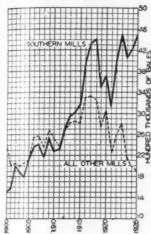
Penick & Ford Ltd., Inc., New York, Bre'r Rabbit and Penick syrups, together with its subsidiaries, report for six months ended December 31, 1926, a net profit of \$698,052 after charges and Federal taxes. This compares with a profit of \$350,847 after charges but before Federal taxes in the corresponding period of 1925.

Investment Research Bureau
Starts Campaign

The Investment Research Bureau, Auburn, N. Y., a statistical organization, has begun a national advertising campaign in newspapers and magazines. The Wales Advertising Company, New York, is directing this campaign.

The Great TEXTILE COTTON CONSUMPTION Market!

FOR 26 YEARS



THE Southern textile I market's growth and predominant buying power are conclusively shown by the increase, during the past 26 years, in cotton consumed by Southern textile mills.

Increased Southern cotton consumption necessarily means increased mill production with increased demand for textile construction, equipment and supplies.

If you have anything to sell the textile industry, sell it South where potential demand and buying power are greatest.

Cotton, with 73 per cent of its circulation in the South, is the publication for intensively covering this already great and rapidly growing textile market.

Write for important booklet "The Textile Mills," giving detailed facts of the market for various equipment and supplies in the textile industry. America's second largest industry.

W. R. C. SMITH PUBLISHING CO. Atlanta, Ga.



1927 the

t in the gton vard rter. it is nical har-

be pers. erce regs to We neck

tor's We cter licaction used an with

been ring hold Miltrial

any ation, Grisising

ronto ed to King Y. rge

York. t for 26, a and th a t bending

reau, ation, cam-The York,

au

Butter Advertising Budget

An appropriation of one-half cent on each pound of butter sold, for an advereach pound of butter sold, for an advertising budget, was suggested to the Land O' Lakes Creameries, Inc., by John Brandt, president of that organization, at its annual meeting held last week in Minneapolis. More than 400 local Minnesota and Wisconsin creameries are members of this co-operative marketing organization which after but four years of existence, reports combined overtex and working capital of nearly assets and working capital of nearly \$1,000,000. Sales of 79,600,000 pounds of sweet cream butter, worth \$40,000,000, were reported for 1926 by H. F. Meyer, sales manager.

R. J. Goldie to Direct Nice Ball Bearing Sales

Rowland J. Goldie, recently with the Ruggles Motor Truck Company, Sagi-naw, Mich., has joined the Nice Ball Bearing Company, Philadelphia, manu-facturer of bearings for automotive and industrial use, as assistant general man-ager and director of sales.

With The Jaqua Company Alice Paddleford, recently advertising manager of B. S. Chapin, Inc., Grand Rapids, Mich., has joined the copy and layout staff of The Jaqua Company, also of Grand Rapids.

Suggests Half-Cent a Pound W. S. Boice Joins George A. Clark & Son

Winfield S. Boice, recently with the sales department of the Heywood Mann-facturing Company, Minneapolis, has been appointed advertising manager of George A. Clark & Son, wholesale hard ware, of that city.

Magazines Appoint S. B.

The American Girl, The Woman Citizen, and Children, the Magazine for Parents, all of New York, have appointed Straud B. Galey as Western advertising manager, with headquarters at Chicago.

Clothing Account for Honig-Cooper

The Black Manufacturing Company, Seattle, Wash, men's clothing, has placed its advertising account with the Seattle office of the Honig-Cooper Company, advertising agency.

New Account for St. Louis

Agency The Supreme Heater & Ventilating Company, St. Louis, has appointed the John Ring, Jr., Advertising Company, Inc., St. Louis, to direct its advertising account.

Boston's Contribution to Advertising

The question is often asked of late-Can Boston support the many new and up-to-date hotels that have been erected during the past year?

We believe there will be no trouble in this respect. For years the complaint has been that many convention committees would like to select Boston for their meetings, but sufficient hotel accommodations were lacking. thousands of rooms have been added, this handicap has been removed, and general advertisers in this section should benefit in the increased number of organizations who will wish to come here and visit the many historical spots in and around the city. BOSTON AND ITS VICINITY IS A BIG BUYING DISTRICT.

Boston Evening Transcript

Highest Ratio of Buyers to Readers

National Advertising Representatives

CHARLES H. EDDY CO.

R. J. BIDWELL CO.

New York Chicago Boston

San Francisco Los Angeles 1927 A.

r of

3.

e for apestern

nig-

pany,

the Com-

uis

ating

pany.

tising



NEW HAZARDS IN DOING BUSINESS

To a flapper of sixteen, a girl of twenty represents the staid Older Generation.

An idea that yesterday was revolutionary is today a common-place.

Habits are seldom long to be counted upon.

To an advertiser, it is not so much the fact of these new ideas and new attitudes which makes them formidable. It is rather the speed with which they are spread and the unanimity with which they are adopted.

Advertising itself has been chiefly responsible. It has created a public willing to adopt the new thing, determined to be left behind in nothing and eager to do or be whatever is popular at the moment.

And advertising having created such a situation, is likewise the means for meeting it and cashing in on it.

No manufacturer whatever he may make or however well intrenched he may be in the homes of the country, can afford to settle down and let things take their course.

He must be acutely alive to what is happening today and what is going to happen tomorrow.

He must analyze, in full time, the effect on his business of new inventions, new discoveries, new trends.

And he must act.



CALKINS & HOLDEN, INC.

Death of J. Angus Shaw

J. ANGUS SHAW, for forty years actively associated with the New York World, died at Red Bank, N. J., on March 19. He had been president and, for many years, treasurer of the Press Publishing Company, publisher of the World, with which he was actively identified until his retirement two vears ago.

Mr. Shaw, who was eighty years of age, was one of the founders of the World Quarter Century Association. A delegation of its members together with executives of the World and Evening World and former friends closely identified with newspaper work, attended the funeral services which were held at Trinity Church,

New York. As a tribute to his memory, silence was observed in the offices of the World, Evening World and the St. Louis Post-Dispatch. The honorary pallbearers for the most

part included his former associates, executives in both the editorial and business departments. Burial was at London, Ont.

Editorially, the World records the following tribute to Mr. Shaw's loyalty and ability:

"Mr. Shaw's active connection with the World lasted forty years. He came to it nearly at the beginning of Joseph Pulitzer's career in New York as its owner Mr. Pulitzer's chief and editor. interest was always in the editorial conduct of the World as an organ of public opinion and an instrument for the advocacy of public policies. In Mr. Shaw he had an ideal coadjutor in the counting room, whose fidelity had much to do with the swift and stable growth of the enterprise.

"At first as cashier, long its treasurer and for a time its president, Mr. Shaw rendered to the World a service that had no

parallel."

Arnold Mollenhauer, who has been with Van Zandt's, Inc.. Troy, N. Y., as sales and advertising manager for the past seven years, has resigned.

J. Walter Thompson Opens New European Offices

New European Offices

The J. Walter Thompson Company, New York, has opened five additional offices in Europe and the Near East. The following, who were all formerly members of the New York office, have been placed in charge of the new branches: Antwerp, John C. Esty; Berlin, Clement H. Watson; Copenhagen, N. Bruce Ashby; Madrid, A. E. Hartzell, and Alexandria, Henry C. Miner, They will work under the general direction of Sam. L. Meek, Jr., European manager of the J. Walter Thompson agency, whose head-quarters are at the London office.

Henry M. Stevens, of the San Francisco office, has been transferred to the London office as an account representative. Adrian Head will be stationed at the Copenhagen branch. He has been with the Chicago office.

Large Increase in General Motors Sales for February

Retail sales of the General Motors Corporation, Detroit, for February, totaled 102,025 cars, compared with 64,971 in February, 1926, and 39,579 in February, 1925. The February sales by car divisions to dealers totaled 124,426 cars, against 91,313 in February, 1926. and 49,146 in February, 1925. The figures include passenger cars and tracks figures include passenger cars and trucks sold in the United States, Canada, and overseas by the Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, and Cadillac manufacturing divisions of General Motors.

J. K. Mortland Joins The Buzza Company

John K. Mortland, recently a member of the staff of Addison Lewis & Asso-ciates, Minneapolis advertising agency, has been appointed advertising manager of The Buzza Company, Minneapolis, greeting cards.

Damascus Steel Products Appoints Sales Manager

Martin Oberg, Western district sales manager and one of the founders of the Damascus Steel Products Corporation, Rockford, Ill., manufacturer of tools, has been made sales manager.

J. G. Cashin Joins Fred M. Randall Agency

John G. Cashin has joined the Fred M. Randall Company, Detroit advertis-ing agency, as production manager. For the last three years he has been with the Griswold Press, Detroit.

Appoints New Jersey

Newspapers, Inc.
The Long Branch, N. J., Daily Record has appointed New Jersey Newspapers, Inc., publishers' representative, as its national advertising representative.

hes:
hest
nuce
and
will
a am.
the
eadtte
ntat a t
heen

tors ary, with 9 in 8 by .426 926. The ucks and Oldsillac neral

1

927

ny, of-The em-

nber Assoency, ager solis,

sales the tion, cools.

Fred ertis-For the

M.

Rec-Newsative.



33% of ALL the RADIO ADVERTISING

in New York Newspapers

World' Leadership in Radio Advertising

OR years radio advertisers have used more space in THE SUN than in any other newspaper in the world.

In 1926 THE SUN alone published 33 per cent of all the Radio Advertising placed in the twelve New York newspapers.

Manufacturers and dealers of radio sets and radio parts recognize THE SUN as the most powerful sales producer in the territory where the largest radio sales are available.



Radio Advertising-1926

New York Newspapers

THE SUN	1.264.330 -
Journal Evening World Graphic Telegram Post	580,728 193,590 100,056 77,266 27,315
Total	2,243,285
Herald Tribune Times News American Morning World Mirror	463,181 407,293 303,582 175,031 95,521 88,053
Total	1.532.661

THE SUN is New York's Market Place for Radio Products





Sun

280 Broadway

New York

Why Advertising Managers Get Other Titles

Their Reward for Being Part of the Business Instead of Being Professional Advertising Men

CHAPPELOW ADVERTISING COMPANY St. Louis, Mo.

1927

26

Editor of PRINTERS' INE:

Can you furnish me with a list of advertising managers (men and women), who have become officers in their concerns—like Ed. Hall, advertising manager of Ralston-Purina Co., who is now vice-president?

CHAPPELOW ADVERTISING COMPANY
NORMAN LEWIS,
Vice-President.

A TITLE of officer does not necessarily tell the whole story of an advertising manager's achievements or ability. It does, however, generally indicate one important fact: The advertising manager who has it does not belong to the journeyman class. He has given up the idea of being a professional advertising manager and has taken root in the soil of the company

for which he works.

Frequently there arises considerable complaint and comment on the fact that advertising managers are continually shifting from job to job. A well reasoned and highly informative article on this subject, by Homer J. Buckley, president of Buckley, Dement & Co., appeared in the March 10 issue of We do PRINTERS' INK. wholly agree with Mr. Buckley that the blame for this condition lies on the advertising manager. Advertising is comparatively new. The advertising manager, like the advertising agent and publisher, of necessity, had to be a missionary. He has found that oftentimes it is as necessary for him to sell advertising and to justify its use to his employer as it is to prepare and plan it.

This situation is changing. The advertising manager is dropping out of the role of missionary. He has more time to give to the work of advertising the business which employs him and has time to study that business. Advertising managers are not only getting other titles but they are getting higher

salaries.

Another bit of information which has recently come to hand shows the growing importance of the advertising manager in companies in which he has made himself a part of the business. In one company a certain man, who for years had been advertising manager, was made vice-president in charge of That was branch office operation. two years ago. He handled that job so admirably the company felt he should be promoted. He will soon be made vice-president in charge of advertising. Back into advertising again, but back with increased authority higher standing in the company.

In order to answer our correspondent's specific request for a list of advertising managers who have achieved higher titles or had them thrust on them we have glanced over an alphabetical list of national advertisers and have set down all such that came to mind.

American Telephone & Telegraph Co., Arthur W. Page, vice-president. AutoStrop Safety Razor Co.,

N. R. Maas, vice-president. Bristol-Meyers Co., Lee H. Bristol, secretary. Coca-Cola Company,

Coca-Cola Company,
Turner Jones, vice-president, in charge
of advertising

of advertising.

Eastman Kodak Company,

L. B. Jones, vice-president, in charge
of advertising and sales policies.

Fleischmann Company,

Fleischmann Company,
Daniel P. Woolley, vice-president.
Hamilton Watch Company,
Robert E. Miller, vice-president.
Hilo Varnish Corporation,

Carl J. Schumann, secretary.

Hygienic Products Company,
C. H. Schlabach, secretary.

Frederick F. Ingram Co.,

Fred Ingram, Jr., vice-president and

general manager.

Kellogg Company,
J. F. O'Brien, vice-president and sales
manager.

Lambert Pharmacal Company, Gerard B. Lambert, president. Larkin Company,

Larkin Company,
J. Crate Larkin, secretary.
Palmolive Company,
Felix Lowy, member of board of directors.
Postum Company

Postum Cereal Company, Edwin E. Taylor, vice-president. Pratt & Lambert, Inc.,

Good Copy

The mechanics of advertising are simple: To buy advertising space, write a selling message, hire artist, engraver, and printer, to help you out and then pay the bills-lots of people can do that.

But with due regard for competition, to put a selling message into words which maketheaverageman and woman honestly want to respond, calls for good copy . . . and that's a horse of a different color.

HAWLEY ADVERTISING COMPANY Inc.

95 MADISON AVE. NEW YORK CITY

W. P. Werheim, treasurer.
Quaker Oats Company,
R. Douglas Stuart, vice-president,
Royal Baking Powder Company,
F. C. Hitch, vice-president.
Scott Paper Company,
James G. Lamb, vice-president.
Shredded Wheat Company,
Truman A. De Weese, vice-president.
S. W. Straus & Co.,
H. B. Matthews, vice-president.
Washburn-Crosby Company,
D. D. Davis, secretary and treasurer.

We would not presume to say that this is a complete list. It is a list of sufficient length, however, to show that advertising managers can and do earn other titles. is a list that shows that advertising managers are genuinely appreciated when they endeavor to become an integral part of the business which employs them. - [Ed. PRINTERS' INK.

John N. McMath Joins R. A. Foley Agency

John N. McMath until recently a representative for N. W. Ayer & Son has become associated with The Richard A. Foley Advertising Agency, Inc., Philadelphia, as an officer and director. He was formerly advertising manager of Art-in-Buttons, Inc., and prior to that conducted his own business at Rochester.

A. E. Dixon Joins Guy S. Osborn, Inc.

Arthur E. Dixon, recently Detroit representative of the *United States Daily*, Washington, D. C., has joined Guy S. Osborn, Inc., publishers' representative, as associate of Joseph R. Scolaro, vice-president, in the Detroit office. Mr. Dixon formerly was sales and advertis-ing manager of the Torbensen Axle Company, Cleveland.

Chrysler Reports Net Income

The Chrysler Motor Corporation, Detroit, and subsidiaries, for the year ended December 31, 1926, report a net ended December 31, 1926, report a net income of \$15,448,586 after interest. Federal taxes, etc., against \$17,126,135 for 1925. The net profit in the fourth quarter of 1926 was \$3,728,775, after charges, compared to \$3,873,868 in the preceding quarter.

Luther Ford & Company Appoints Truman G. Brooke

Luther Ford & Company, Minneap-olis, manufacturers of bluing, have placed their advertising account with the Truman G. Brooke Advertising Ser-vice of that city. A campaign employ-ing Canadian farm papers and direct mail is planned.

1927

lent.

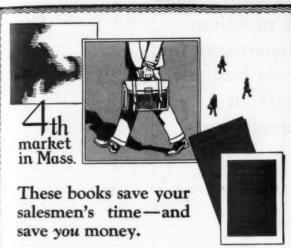
say is er, ers It

ted

RS

A.

at



The Standard Mercury that takes your advertising story into 97 out of every hundred homes in New Bedford has made the 4th market justas easy for your salesmen to cover when they come to New Bedford.

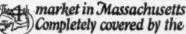
The names and addresses of grocers, druggists and all the merchants you want to do business with are given in complete form in the route lists that are waiting for your salesmen at the Standard Mercury of-

fice. With the help of these lists they can go straight to the men they want to see, without any loss of time or effort.

We'll be glad to send you copies of these lists if you'll write direct to us, or to our representatives, the Charles H. Eddy Co., of Boston, New York and Chicago. We would like to tell you more about your opportunities for increasing your sales in the 4th market in 1927.

Member of Associated Press

NEW BEDFORD



STANDARD MERCURY

A premium department for your business without investment.

- —An organization, embodying the economy and efficiency of a consolidated premium department of a group of large Premium Users, now offers its services to other representative, non-competing concerns.
- —This joint organization carries in stock all premium merchandise in the widest variety prepares and prints all premium catalogs makes shipments of all premiums direct to the customer—and charges only for the low cost of the catalogs and for the premiums actually shipped.
- —It relieves of all detail avoids all premium investments — furnishes expert advice and guidance yields maximum efficiency.
- —This organization invites correspondence from concerns of standing who seek the advantages and economies it tenders.

THE PREMIUM SERVICE CO., INC.

9 West 18th Street
New York

Radio Commission May Control Broadcast Advertising

Washington Bureau of PRINTERS' INE LTHOUGH greatly ham-A pered by lack of funds, the Federal Radio Commission held its first meeting last week, and announced that it expects to be able to function with reasonable efficiency. Owing to the failure of the last Congress to pass the deficiency bill, the commission will not be able to establish such a staff as the radio law anticipated. However, the Departments of Agriculture, Commerce and Justice have offered assistance by assigning clerks and others, by furniture. lending furnishing quarters temporarily, and offering necessary legal assistance. Offers of aid have also been made by the War and Navy Departments and other branches of the Government.

The first work of the commission, as indicated by its initial order, concerns applications for new licenses by holders of amateur and ship licenses. Following the first meeting, it was also announced that no general radio conference is planned for this year. However, the commission has arranged for a series of public hearings in Washington from March 29 to April 1, for the purpose of providing opportunity for the presentation of general suggestions as to methods for reducing interference, but not for hearing individual claims or complaints. These hearings, which will be held in the office of the commission, in the Commerce Building, Washington, and will begin each morning on the days specified at 10 o'clock, are evidently the first move by the commission to bring order out of the present radio chaos.

The first communication issued by the commission calls attention to the fact that it represents the people of the United States, and makes a strong bid for public understanding and support. The 927

ast

INK amthe eld anble ffiof derill a

ed. of ISby

by ng

ng ers he

nd

11-

S-

al

or of

V-

90

io is 111 ρí 11

10 r-T

T

1h e

e 1

S

e

Again first Choice! Daytons First Choice!

81,533---

Concrete Evidence of Dependability

Here is actual, tangible proof that Dayton people are consistently showing a growing appreciation for the dependable service of News Classified Advertising; here is real testimony to the result-producing power of News Classified Advertising, testimony that is concrete and visible.

Only thru better service can we grow. Only as more and more advertisers recognize and use this Only as service can expansion take place. And here is the evidence that Dayton's best Classified Advertising service has grown—and is growing—better! 81,533 more Classified Ads were published by The News than by all other Dayton newspapers combined during the 12 months of 1926. The importance of this preference in numbers is doubly effective when you know that in 1925 this figure was 68,328, in 1924 38,304; and in 1923 21,294.

To carry 57.5 per cent of all Classified Ads pub-lished in all Dayton newspapers in 1926 is a record, the significance of which is obvious. This remarkable record is not the result of an unusual "sprint" or "high pressure" sales methods, but is another milestone in the consistent, wholesome growth of The News.

Reflected in the "guaranteed net paid" circulation of The News, this preference means to the advertiser that his message when told to the readers of this newspaper can and will produce results—results that please the most critical.

THE DAYTON NEWS

Dayton's Dependable Classified Advertising Medium

National Advertising Representatives

New York

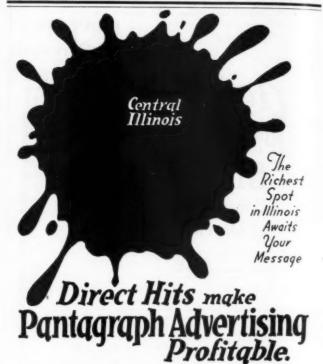
I. A. KLEIN

Chicago

San Francisco

A. J. NORRIS HILL Seattle

Los Angeles



97% Home Delivered—Into Over 20,000 Central Illinois Homes

The 140,000 people in Central Illinois today look up to The Pantagraph with the same confidence as did their forefathers in the days of '46. This good-will is The Pantagraph's greatest asset.

The Daily Pantagraph

Published Every Morning Except Sunday at Bloomington, Ill.

REPRESENTATIVES—

CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston. F. E. WALES, Room 1501, 140 S. Doarborn St., Chicago

Member A. B. C., A. N. P. A., Associated Press,

1927

subject of radio broadcast advertising is not mentioned. However, it was learned that the commission will very carefully consider all subjects brought to its attention by the public, and it is expected that advertising will be taken up as soon as more imperative problems are solved.

Several authorities who have studied the law which is responsible for the formation of the commission are of the opinion that the commission is empowered to eliminate all forms of direct advertising that are obnoxious to the public or that are against the public interest. Section 4 of the Act reads, in part:

Except as otherwise provided in this Act, the Commission, from time to time, as public convenience, interest, or necessity requires, shall—

as punte contentate, mixed, so necessity requires, shall—

(a) Classify radio stations;
(b) Prescribe the nature of the service to be rendered by each class of licensed station and each station within any class.

thousands of Many from individuals and organizations to the radio division of the Department of Commerce indicate that broadcast advertising, rather than being a public convenience, interest, or necessity, is a contrib-utor to the present highly disorganized conditions of broadcast-ing. It is understood that the volume of such letters has been rapidly increasing. Now, it is supposed, the greater part of them will be addressed to the Federal Radio Commission, and that the great number of letters, by calling attention to the importance of the subject, will induce the commission promptly to tackle and solve the problem of broadcast advertising.

Death of R. Brent Keyser

R. Brent Keyser, an owner and director of the Baltimore Sus, died recently at that city. At the time of his death he was also a director of the Baltimore & Ohio Railroad. Mr. Keyser resigned last April as president of the board of the Johns Hopkins University, a post which he had held for more than twenty-three years. Well known in financial circles in the East, he retried from active business life a number of years ago, and since then has devoted himself to philanthropic and educational work. He was sixty-seven years old.

on.



"Over 650 Leading Buying Centers Serve Over Nine and One-Quarter Million Families."

You can reach this compact market at a reduced selling cost, by concentrating your advertising with Vitalux.

We own and operate the Vitalux Automatic Daylight Motion Picture Advertising Unit that shows a 4-minute continuous sales story in motion pictures 150 times a day without an operator.

Let Vitalux give to your present advertising that sales-creating climax—that final sales punch that makes buyers out of shoppers.

Vitalux is selling action. It concentrates your sales appeal. It gives life to your window display and focuses the whole attention of buyers to the use of your goods.

Vitalux can be used effectively in any window display, bringing to life the claims you make in your national advertising, giving your dealers a more rapid turnover and larger sales volume with minimized stock investment.

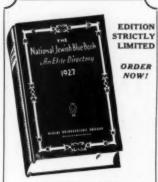
Rate card on application

AUTOMATIC MOVIE DISPLAY CORPORATION

130 W. 46th St., New York City Bryant 6321



A Complete Service in Metion Picture Advertising Through Advertising Agencies.



THE NATIONAL JEWISH BLUE BOOK

JEWS-

One of America's Greatest Buying Markets.

Over 3,600,000 Jewish citizens. What stupendous buying power this statement suggests.

Every class of people from mil-lionaires down—Most of that prosperous middle class that prosperous middle class that forms one of the greatest buying markets in the world.

Elite of Jewry listed by residences, colleges, clubs, fraternities, occupations, and business affiliations. Full statistical information of Jewish population by cities, counties and states.

Over 500 closely printed pages chockful of useful information, strongly and handsomely bound in blue cloth (6½x9½") and stamped in gold.

Every advertising agency, directby-mail house, newspaper and advertiser needs this book for refer-. It is indispensable to an intelligent survey of a great market.

Price for a limited time \$5.00-Book now on press.

Blue Book Publishing Co. 121 North Broad Street Philadelphia, Penna.

ORDER COPY NOW!

A Good Wine Needs a Good Bush

C. SMITH MANUFACTURING COMPANY DAYTON, OHIO Editor of PRINTERS' INK:

We understand you have been run-ning a series of articles by A. E. Haase showing the origin of successful advertisers.

We do not find this article in your February 24 issue and would like to know if you can furnish us the maga-zines with these articles in them. Just tell us the price and our check will be mailed you immediately.

C. SMITH MANUFACTURING COMPANY

'HE business public seems to like business history. The articles referred to are of a historical nature. They appeared in the February and March issues of PRINTERS' INK MONTHLY. A third instalment will appear in the April

In them is to be found a series of thumb-nail sketches on the advertising origin of widely known businesses, such as Gillette Safety Razor, Vick Chemical Company, Shredded Wheat, and the Western Clock Company. The stories of such businesses show that a good idea needs advertising continually and everlastingly.

A somewhat lengendary story concerning Postum Cereal, and one not given in the series of articles, will serve to indicate the nature and point they seek to make.

The founder of the Postum Cereal Company, according to the story, decided, some years after Postum had become nationally known, to find out whether or not the public would buy an unadvertised coffee substitute as a result of the educational advertising he had done. He caused a great many packages bearing a new brand name to be filled with the very same product that went into Postum packages. They were shipped in car-load lots to different parts of the country and through hard work got on dealers' shelves. But the dealers couldn't succeed in getting them to the consumer. Post had to take them This he did gladly. But from that time he knew that no

27

d

¥

er-

to ga-

to Ir-

he

of rd ril

ies

wn ety

ny,

of od lly

ry

nd arthe

to

the

ter lly not

erult he eat

the nto

ere ferand

ers' in't

the

em

But

The Johnstown Tribune

Surpassed all former figures in local advertising, national advertising and circulation during 1926. Always the leader and never striving for mere records by means of special editions, campaigns or premiums, The Tribune, by emphasizing service and quality, continues to move onward.

Published in a city having a metropolitan population of 105,000, it is one of the leaders of the six day a week papers of the entire country.

Cover It All Through

THE TRIBUNE

JOHNSTOWN, PA.

NATIONAL REPRESENTATIVES BRYANT, GRIFFITH & BRUNSON, INC.

NEW YORK

CHICAGO

BOSTON

ATLANTA

one could compete with him unless they matched him dollar for dollar on past advertising expenditure. Ever since that time his company has been making the job for any possible competitor harder and harder by bigger and bigger advertising appropriations.—[Ed. PRINTERS' INK.

L. Jay Hannah Appoints J. L. Draper

J. Lewis Draper has joined L. Jay Hannah & Company, Chicago advertising agency, as vice-president and merchandising director. Mr. Draper was for a number of years Western manager of Farm and Home before it was sold to Farm Life.

Made Business Manager of "MacLean's Magazine"

George H. Tyndall, for six years advertising director of MacLean's Magazine, Toronto, has been made business manager. He has been with this publication for ten years.

Appoints M. C. Mogensen

The Vancouver, Wash., Columbian has appointed M. C. Mogensen & Company, Inc., publishers' representative, as its national advertising representative.

Plans for Detroit Meeting of National Advertisers

Plans for the Detroit meeting of the Association of National Advertisers on May 9, 10 and 11 are taking definite shape, under the leadership of Gordon Kingsbury, general chairman, and Verne Burnett, program chairman. Two speakers have been announced: C. F. Kettering, vice-president of the General Motors Corporation, and Professor John L. Brumm, of the University of Michigan. The key-note of the meeting will be "Laying the Foundations of an Advertising Campaign" which will be discussed with special reference to research. The

The key-note of the meeting will be "Laying the Foundations of an Advertising Campaign" which will be discussed with special reference to research. The usual group meetings will be held so that members may attend a small roundtable session on any subject in which they are particularly interested.

V. A. Hooke Appointed by Carter's Religious Group

Victor A. Hooke has been appointed Eastern representative of Carter's Religious Group. He has been actively connected with The Financial Age since 1902, and at the present time is acting as its special representative. Mr. Hooke is also Eastern representative of Radio Index.

H. J. Petit, formerly campaign director of the Wildroot Company, Inc., Buffalo, N. Y., is now engaged in sales work for that company.

When Mayor Walker had his jolly days in Havana, the city give him a golden key.

La Semana

of Havana

is the golden key for all American advertisers. This humorous magazine, caricaturing Cuban life and appealing to the public with what is considered its weakness—beautiful feminine figures, is today Cuba's best advertising medium.

La Semana

has a paid circulation of 74,500 copies weekly-50% more than any other publication.

EXCLUSIVE U. S. REPRESENTATIVES:

ALL AMERICAN NEWSPAPERS' REP. INC. 154 Nassau Street, New York City the

on ite ine ine ak-er-ors

L an. be er-sed he 50

ne ce ke

ıfes

is

g

re





If you would have your home as pleasant to live in as to look at, give it the Good Hardware it deserves-Corbin.

Here's a door that will never fail to work well. It has a knob that will always operate the lock inside—a lock that will open easily—yet close securely—hinges that will never sag, never squeak. It has Good Hurdware—Corbin. Only hardware that has been well made can make doors and windows work unfallingly. Which reminds one—Corbin Hardware has been made to look right and work right for a lifetime.

We have an incorrecting lead-for (S-y) on Cloud Hardware you '(filled until worth washing.)

The American Hardware Corporation, Successor New York

New York

Thisdelphia,







You are advertising to me

AM the average American woman. There are 22,567,000 of me. And I buy over 85% of all advertised merchandise.

My husband makes less than \$50.00 per week. I have 3 children. I cook 3 meals each day. Sometimes I do my own washing, too.

I decide whether your advertising is good or bad; not your advertising agency, your dealers, your sales manager, or board of directors.

So remember, if you are advertising to me, that I, the same as you, have problems of my own. And the only "ads" I take time to read, are those which show quite plainly that they are of definite, specific, immediate help to me in my job of life.

And remember too, in the last analysis it is my interest that makes or unmakes manufacturers.

BLACKETT and SAMPLE INC

Advertising

58 East Washington Street, Chicago

Government Publications of Interest to Advertisers

Washington Bureau of Printers' Interest Interest

The foreword mentions that in 1914 China's total foreign trade was valued at \$604,600,000, and that in 1924 it amounted to \$1,450,000,000, an increase of nearly 150 per cent in ten years. Our trade with China totaled but \$64,000,000 in 1914; in 1920 it reached \$338,500,000, and in 1925, in spite of seriously detrimental conditions, it exceeded a value of \$263,000,000. An entire chapter of the book is

An entire chapter of the book is devoted to advertising, and the subject is mentioned and discussed a number of times elsewhere. In regard to advertising a trademark, the fact is mentioned that one brand of American condensed milk sells for 20 per cent more than any other condensed milk on the market, yet holds nearly 90 per cent of the trade. "This is due to the fact that it established its trade-mark and that through this trade-mark it has come to be recognized as a superior product, in spite of the fact that other equally good brands are offered at 20 to 25 per cent below the market price of the favorite make."

"The Chinese Government," the report states, "recently enacted a trade-mark law. Although not formally recognized by certain of the treaty powers, yet the foreign traders in China are gradually registering their marks under this law. Registration under this law can be arranged through American attorneys at law resident in China."

The chapter on advertising and merchandising, by Carl Crow, mentions that there are doubtless more different brands of trademarked articles on sale in China than in any other country. "Probably 500 brands of cigarettes could be counted in the stock of a store in any large city, and the brands of toilet soaps, perfumes, and cosmetics run into the hundreds."

The chapter also discusses the proper packaging of goods, the selection of brand names, distribution, advertising methods and mediums, and campaigns.

This book sells at \$1.75 per copy at the office of the Superintendent of Documents, Government Printing Office, Washington, D. C.

"Foreign Markets for Footwear," trade information bulletin No. 458, points out in its foreword that in 1926, the United States, out of a production of 324,514,000 pairs of footwear (other than rubber), exported 8,003,000 pairs, or two and five-tenths per cent of its domestic output, valued at \$17,062,000. In comparison with these figures, 8,888,000 pairs were exported in 1925, and had a value of \$19,660,000.

The report names seventy countries and foreign markets in which American shoes are sold, or in which a profitable business is possible, and states the facts necessary for the estimating of possible outlets. It sells for ten cents a copy, and can be secured from any of the branch offices of the Bureau of Foreign and Domestic Commerce or from the Superintendent of Documents.

Of special interest to the fertilizer and dye interests, "German Chemical Developments in 1926," recently published by the Bureau of Foreign and Domestic Commerce, appears to offer many significant facts to American exporters generally. It points out that the progress of the German dye trust as the largest industrial enterprise in the country typifies recovery. Germany's industrial "Aided by the British coal strike and by the trust's

Our special way of combining typography and color illustration gives superb results on "antique" paper. Caledonia 6076



CURRIER & HARFORD LTD · 468 FOURTH AVE., N.Y.C. SELECTIVE ADVERTISING

for
CHAIN
STORE
Information
write
CHAIN STORE

gram of domestic and international expansion and concentration of production, its stocks boomed from 115 per cent at the beginning of the year to a peak of 390 per cent, providing the most sensational event in local financial circles."

While the dye trust and its developments are the outstanding subjects for discussion, nitrogen, oil from coal, solvents and lacquers, artificial silk, light-metal alloys and electrochemical products, pharmaceuticals, artificial fertilizers and other subjects are discussed. The report is trade-information bulletin No. 451, and is sold at ten cents a copy by the offices of the Bureau of Foreign and Domestic Commerce and the Superintendent of Documents.

Recent publication of a fourpage supplement to the annual list of publications issued by the Bureau of Foreign and Domestic Commerce, calls attention to "Foreign Trade Bulletins" which were published late last year. The catalog with the supplement may be secured free by applying to the Bureau of Foreign and Domestic Commerce, Washington, D. C., or any of its branch offices. It is a complete compilation of all of the printed and mimeographed reports of the Bureau that are available.

Henry Watterson's Books to Louisville Library

There was a formal presentation last week of the memorial collection of 6.400 volumes of Henry Watterson, former editor of the Louisville, Ky., Convier-Journal, to the city of Louisville. Mr. Watterson's death occurred in 1921.

Insulite Appoints J. I. Deggendorf Advertising Manager

J. I. Deggendorf, formerly assistant advertising manager of The Insulite Company, Minneapolis, Insulite wall board, has been appointed advertising manager. He succeeds E. C. Hawley.

Borden Income Improves
The consolidated net income of the
Borden Company, New York, for 1926,
amounted to \$6,853,740 against \$6,297,235 in 1925. The net operating
profit, after depreciation, property taxes,
etc., amounted to \$8,072,669, against
\$7,295,034.

rnation med

per 1sa-

deling

gen, lacetal od-

cial are deand the ign

ur-

list the

orere 'he

av

he

tic

or

he

le.

to

er-

11-

ng

The National Hotel Review Is Growing Twice As Fast as the Hotel Industry

HOTEL INDUSTRY



Hotels of More than 50 Rooms 1924—6616 hotels 1926—7393 hotels Total Increase— 777 hotels 12% gain NATIONAL HOTEL REVIEW



Total Annual Distribution 1924—307,700 copies 1926—384,843 copies Total Increase—77,143 copies 25% gain

This proves our contention that everybody connected with the Hotel Business reads the NATIONAL HOTEL REVIEW; Proprietors, Managers, Assistant Managers, Stewards, Chefs, Purchasing Agents, Housekeepers, Engineers, Hotel Architects, Hotel Jobbers, etc.

Let us tell you how to make hotel sales for your product

NATIONAL HOTEL REVIEW

A. R. EADIE, Advertising Manager

119 West 40th Street, New York

1008 West 6th St., Los Angeles 10 S

10 S. LaSalle St., Chicago

Member A. B. C., A. B. P. and N. P. A.

Photography Is merely Our medium!

Ideas Are actually Our business!

212 West 48th St. CHIckering 3960 New York

Send for a Copy of the New HOTEL BULLETIN **CHICAGO**

Weekly individual reports on New prospects in the Hotel Field for the advertisers. This is our "Specialized Service" and is in addition to our "weekly confidential reports."

The Hotel Bulletin is a monthly hotel magazine devoted to the interests of all departments of the modern transient and residential hotel.

Our service is acknowledged by advertisers as the most authentic and efficient in the hotel publishing field.

The HOTEL BULLETIN, Inc. BEN. P. BRANHAM, President

175 West Jackson CHICAGO, ILL.

New York Office: 350 Madison Ave.

Linking the Laboratory with More Sales

PROVIDENT CHEMICAL WORKS BIRMINGHAM, ALA.

FROVIDENT CHEMICAL WORKS
BIRMINGHAM, ALA.
Editor of PRINTERS' INE:

We are making a study as to the advisability of creating in our research
laboratory a section under a competent
director who will specialize on research
with the object in mind of increasing
uses of our present products. We have
in mind also attaching to the sales department a man with chemical training
who will be more or less of a technical
adviser for the sales department, whose
duties will be to gather commercial information which will be passed on to
the research laboratory for proving out.
We would appreciate it if you could
give us an outline of such a plan and
how it is being used by other companies. Our present products are as follows:

lows:

Phosphoric Acid Paste
Phosphoric Acid Paste
Tri Sodium Phosphate
Mono Ammonium Phosphate Calcium Carbide Aluminous Abrasive Grain Silicon Carbide Abrasive Grain Small amount of Ferro Silicon Superphosphate 24 per cent available

Slug Slug
Mono Calcium Phosphate
The writer's idea is that this department would handle the technical service to customers as well as the research study with a view to increasing the uses of present products.

As subscribers to your magazine we thought you might be able to give us some help or suggestions.

PROVIDENT CHEMICAL WORKS
PROVIDENT CHEMICAL WORKS
P. V. KOLB,
Vice-President and General Manager.

TEARS ago the scientist in the YEARS ago the scientification of the sales department the sales department in point of view and in the objects of his work. The mutual discovery of each other by the sales manager and the research man was an important thing for American in-dustry. A few pioneers started the close tie-up between laboratory experiments and better service to customers. Their example was followed and today more than 500 large businesses maintain their own laboratories to serve customers, work out new products, increase the uses for present ones, discover new uses for by-products and in various other ways help to cut down waste and increase sales and net profits.

The sales and advertising de-

Think of——— Cedar Rapids, Iowa

WHERE PROSPERITY

is exhibited in the volume of new building that is under way, and which includes:

\$5,000,000 Cereal Mill expansion

1,250,000 Hotels

900,000 Memorial Coliseum

1,400,000 New Theaters

300,000 Schools

1,250,000 Road Improvements

And where every part of the field is blanketed by the circulation of

The Evening Cazette

Represented by ALLEN-KLAPP CO.

489 5th Ave.

Tribune Tower

M

pa wo op ra of din ra

> ha ni m

> > de m te

> > pl

th



TIRST in the West in 1926 advertising gains—has the largest home delivered circulation in Seattle — and has held this leadership for 3 consecutive years.

Seattle Post Intelligencer

W. W. CHEW 285 Madison Avenue New York City

W. H. WILSON

725 Hearst Bldg. Chicago W. W. CHEW

1035 Little Bldg. Boston

T. C. HOFFMEYER

Monadnock Bldg. San Francisco partments of a business should work in the closest sort of coperation with the research laboratory. The two former can be of service not only in guiding the direction of the research but also in translating the results of laboratory experiments into terms of customer use. Many industrial users of a company's products have neither the time nor the technical knowledge to do experimental work or discover new uses.

A company making a beverage, for example, was buying a certain definite yearly amount of a raw material ingredient. The raw material producer, through the salesman, was put in touch with a byproduct situation at the customer's plant. The salesman and the research man together talked over a plan, and the laboratory worked out a new recipe. The salesman happened to know the account executive of the advertising agency which handled the customer's advertising account. He talked over the new recipe with this advertising man and on his next trip to the customer's factory, the agency man went along with him. Together they presented both the recipe and a selling plan. The customer - manufacturer adopted The formerly wasted byproduct became a national success and the salesman, by showing a new use, eventually sold four times as much to his old customer as he did formerly.

An excellent example of a laboratory which worked out a new use for a by-product is that of the Gorton's Cod Liver Oil Company, affiliated with the Gorton-Pew Fisheries Company, Ltd. company, long a producer of codfish products, maintains a laboratory which is always open to visitors so that they may see the care used in testing a new product. First a glue was produced by the laboratory in its successful attempt to utilize waste and by-products. Observing the interesting experiment conducted by various agricultural colleges in new feeding methods for livestock and chickens, the laboratory began to work on a cod liver oil to be added to corn

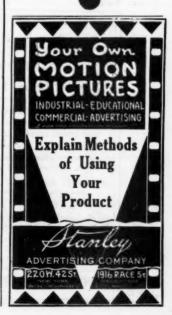
The Atlanta Journal

Westinghouse Electric and Mfg. Co., in planning its newspaper advertising, divided the U. S. into 14 districts, each based upon a key city.

Naturally, Atlanta headed the list of districts.

Your advertising in The Atlanta Journal spreads a fine mesh over Atlanta and carries its selling power throughout the Southeast.

Advertising in The Journal Sells the Goods



meal, bran or other regular mash on the farm. Sorting the livers of the cod, the laboratory selected a certain quality based upon its vitamine content and produced a cod liver oil which was used in a series of feeding tests to discover talking points. Cod livers of a lower quality were turned into an oil used in various industries.

Manufacturing processes, since used for quantity production, were planned by the laboratory to maintain full vitamine value and every lot was tested in the company's biological laboratory by feeding to white rats, deprived of proper vitamine content in their food. The new product enabled the company to advertise and sell "codfish for the farm yard" and the laboratory had another victory to its credit.

Classes from various agricultural colleges and schools constantly visit the Gorton laboratory at Gloucester and are given talks on the medical values of vitamines for stock feeding and the technique of biological testing. The company's chief chemist is always ready to answer personal questions from poultry and stock raisers, either direct or by mail, and thus translates his laboratory work into a very practical technical service to customers.

The laboratory can often serve in increasing uses when the advertising department, by close contact with it, digs out interesting facts and dramatizes them. Corrosion tests for pipe may be highly technical and uninteresting to the average reader, but translated into what corrosion will do to a water pipe behind a newly decorated living-room wall it can be made extremely interesting to the home owner, and "resistance to corrosion" becomes a matter of importance to him.

"How a New Business Grew Out of the Laboratory," an article appearing on page 3 of the March 3, 1927, issue of Printers' Ink, tells how the laboratory of the Pabst Corporation brought about Pabst-ett, a new food product. Alfred J. Schedler, Ph.D., chief

New color effects now possible

DESIGNS and figures as well as simple effects are now possible in full color combinations for porcelain enamel signs. Application of colors through fine mesh screens is a new and patented process used exclusively in America in the manufacture of Nesco Porcelain Enameled Signs. Unusually striking effects are produced.

Write for detailed information or send photograph or color reproduction of your sign or product for estimate. No obligation.

National Enameling and Stamping Co., Inc. Executive Offices: 528 First Wisconsin National Bank Bidg., Milwaukee, Wis. Branch Offices att St. Louis. New York, Baltimore, New Orleans, Granite City, Ill., Milwaukee, Chicago, Philadelphia

NESCO PORCELAIN ENAMELED SIGNS





SPECIAL CONVENTION NUMBER

EXCEPTIONAL reader interest will characterize the May issue of The Kiwanis Magazine which will include the program, announcements, news and a description of every phase of the Annual Kiwanis International Convention to be held in Memphis, June 6 to 9.

A special four-color cover, numerous illustrations and leading articles by writers of international reputation will make this issue of particular interest to more than 100,000 men. Last year this Convention Number brought record returns. They will be greater this year.

Make space reservations now.

The KIWANIS MAGAZINE

164 W. Jackson Blvd. Chicago

large

Our automatic machinery is geared for volume production, and absorbs large runs at a substantial saving.

Nor does this interfere with the prompt execution of smaller orders.

THE STIRLING PRESS

Intelligent Go-operation

318-326 W. 39th St., New York City



Worth Trying

A list of weekly, monthly, and quarterly papers and magazines with a combined circulation of

1,116,877
throughout the Southern States.

Listed in Standard Rate and Data Service. Rates and sample copies furnished promptly.

Lamar & Whitmore

chemist, tells how merchandising and production plans are developed through sound research.

The National Lead Company, the General Electric Company, Johns-Manville, Inc., the New Jersey Zinc Company and an imposing list of other great corporations have long maintained this close cooperation between research, sales and advertising.

The New Jersey Zinc Company has done almost exactly what Mr. Kolb plans in his chemical business.

As a part of the research laboratory, this company maintains a staff of sales engineers to serve customers and also uses a series of research bulletins to customers and prospects to broadcast the results of laboratory experiments and how they will increase the customer's business. These bulletins have been instrumental in building good-will and in keeping the sales engineers busy. A salesman reports to the home office that one of his customers has a certain manufacturing problem like one described in a bulletin, the problem is turned over to the laboratory and a sales engineer goes to the customer's factory to turn the result of the laboratory tests into a practical demonstration for the customer's benefit. This method of linking research and sales closely is a popular one. Close co-operation between de-

partments is essential.

Technical laboratory discoveries need to be translated by the sales department into a practical application of what they will do for

the customer's benefit.

If this close co-operation can be established and there is sufficient imagination in the advertising department to realize what a gold mine of sales angles and copy slants a laboratory affords, it can be made an important factor for more sales and the building of real good-will.—[Ed. PRINTERS' INK.

R. O. Smith Joins G. Logan Payne Company

Robert O. Smith, formerly with A. E. Clayden, publishers' representative, has joined the New York staff of the G. Logan Payne Company, publishers' representative.

BERN

ACTION!

9

in the idea, in the art, in the copy, in the promotion, in the merchandising!

To produce Action directed towards a known goal is the purpose of

DYNAMIC ADVERTISING

Hommann & Carcher ine







A LAND literally flowing with milk and honey, its thousands of hills dotted with a million heavy-producing cows. In summer these cattle wade in spring-fed streams and graze in green pastures; in winter, they munch succulent silage in sanitary modern barns.

From this favored region comes the milk required by the teeming millions of the Greater City. The bulk of this milk is marketed through the world's greatest farmerowned organization—the Dairyman's League Co-operative Association, Inc.

It is this Association which publishes the Dairymen's League News—the outstanding dairy paper of the East. Through the advertising columns of this paper, you can reach the prosperous, progressive dairy farm families of this territory.

Write for Sample Copy and Rate Card



How Modern Selling and Advertising Can Check Unemployment

(Continued from page 6)
the mystifying rapidity with which
news of unemployment spreads;
but this is readily explained. Even
in prosperous times, we have from
about 1,500,000 to 2,000,000 men
out of employment. This total is
composed of itinerant workers,
mainly young men who know a
trade and who are drifting from
city to city to see the country;
also men who are changing from
one job to another, and an army
of idlers who live precariously
and who would not work for anyone even when work is plentiful.

The members of this army of idlers do not want to work, and when employment is active they have nothing to say; but as soon as they hear of unemployment their demands for work and a living wage are long and loud. Unemployment gives them their own excuse for protesting, and they continue to protest until jobs

are plentiful.

Unemployment is meat to the professional agitator. When all workers are busy, they have neither time nor patience to listen to wild schemes to revolutionize society. But when they are idle and when necessity bears heavily upon them, they listen and they absorb the discontent of agitation. Therefore, news of unemployment in one section of the country is invariably flashed to many other points by the agitators who make the most of the condition.

After several months, our manufacturer decides to resume operations; but he finds that his old, well-trained force is sadly depleted and demoralized. His best workers have drifted away, or they have found employment in other nearby plants. Therefore, he must employ many new men and break them in. His labor turnover is heavy and costly. Even his old workmen do not at once attain their customary speed, and for a long time his production is below normal. One manufacturer

told me that he laid off a force of expert machinists for a month, and that when he resumed work he discovered that he had a crowd of professional checker players. It was several months before his men were able to correct their habits of idleness and deliver the customary volume of production.

Our manufacturer also finds that much of his machinery has deteriorated through idleness, and that repairs are necessary. He is put to much other expense, and when he checks up the cost of his labor turnover, deterioration of his plant, the loss of morale and the demoralization of his markets, he finds that the layoff was an exceedingly poor investment, so far as his own business is concerned. If he looks further, he will realize that he has contributed materially to a general condition that has caused much loss and distress.

Of course, brief shutdowns of factories are sometimes necessary; but according to my investigations and study of the subject, in every case such as I have outlined they are a costly and demoralizing expedient which should be the last, and not the first, alternative. To prove this, let us suppose that the manufacturer we have been discussing had fully realized the potential danger of his action, In that case, he would not have done the obviously demoralizing thing, but would have determined to keep his men at work by applying the effective methods of modern selling and advertising.

At the first sign of a temporary falling off in demand, he would have called into consultation the best advertising and merchandising specialists he could find. He would have advertised in a manner that would not only support his present demand, but which would assure future demand. He would have devised new and effective sales plans. In other words, he would have done everything possible to bolster up the demand for his products before he laid off

a single workman.

If the demand did not pick up as promptly as he expected, he would have decreased his produc-

Are You the Man?

W B ARB SEEKING a man, who, is either engaged in selling to Printers, Publishers, Advertising Agencies or Stationers, or one, who, through personal or business connections can obtain a fair volume of paper business.

This man may now be in the paper business or he may be a printing salesman, who through connections and his knowledge of printing feels he could increase his earning capacity in the paper field, or he may be an inside man who would prefer to sell.

To such a man we offer the opportunity to join our organization on a liberol arrangement basis and grow with a paper jobber that has just greatly enlarged its facilities and is taking on a considerable number of new lines.

All communications treated in strict confidence.

ALDINE. PAPER MILLS, INC.
Paper Distributors
333 Hudson Street
NEW YORK
Telephone®WALker 3646

We Are Seeking an

Art Director

Will consider man who has had either agency or magazine experience. Contact with artists capable of executing work for a class magazine desirable. Please apply by letter, stating experience and qualifications. All communications confidential.

CHARM

L. Bamberger & Co.

Publishing Company

Newark New Jersey

tion slightly by using a part of his force to make repairs, to paint buildings and even to beautify the surroundings of his factory. In that case, too, he would have given employees who had been with him more than two years, a vacation of a week or ten days with pay. He would have inaugurated a study class, allowing a large group of his workers two hours a day for class lectures and instructions. He would have utilized every possible plan to keep his men employed, even at a temporary sacrifice to himself and his business.

I am speaking advisedly regarding these measures, for I have known many manufacturers who have employed them, and according to their experience, expedients of the kind bring a return that is valuable far beyond their cost. When the temporary condition is passed, the force of workers is enthusiastic, loyal, fully up to its stride, contented, and well supplied with all the necessities and a few of the luxuries of life. And, in the matter of cold dollars and cents, the manufacturer is far ahead of where he would have been had he laid off his men for a month or six weeks.

In my talks with many manufacturers, I have found that perhaps a majority do not realize the tremendous value of advertising in meeting emergencies, in keeping workmen employed and thereby Some manupreserving demand. facturers seem to think that the influence of advertising is only to be used for the purpose of enlarging their output by increasing demand and breaking in territory, and it is surprising that hundreds of them never have used this influence for any purpose.

iı

y

Jo

The broader and more modern view considers advertising as an acconomic power to be utilized and applied whenever and wherever it is required. Obviously, our greatest need is to preserve our established demand for manufactured products, and enough manufacturers have used advertising for this purpose to demonstrate that in keeping workmen employed, advertising furnishes perhaps its

H. L. Mencken



The location helps a lot, too. Although only a few minutes drive from the center of Atlanta, the hotel is in a four acre park to which the city's noise does not extend; where flowers and birds give a touch of nature that is not only pleasing but has a psychological re-

flex in your day's duties which

you will find profitable!

nd ar

at

ed

an

nd

ed d-

is in Privileges to three golf clubs are extended our guests—Druid Hills, Capital City and the East Lake course, where Bobby Jones, Alexa Stirling and Perry Adair learned the game.

Said:

writing in the "Hire a Hall" Column of the N. Y. World about his trip through the South,—"the pearl of the whole section is obviously Atlanta, now one of the loveliest of American cities. It has what is in more than

one way the best hotel I have ever encountered in America——."

Mr. Mencken was a guest at the Atlanta Biltmore while in Atlanta.

On your next trip to Atlanta, come to the Biltmore—experience this unusual service which arouses such hearty approval.

A Bowman Biltmore Institution where the comfort of the guest is the first consideration.

Rates from \$3.50.

ATLANTA BILTMORE

"The South's Supreme Hotel"

greatest economic value. I am convinced that numerous manufacturers who never have advertised can be induced to utilize its power, if the subject is placed be-

fore them in this light.

The layoff is archaic. It is a relic of a manufacturing era that knew nothing of advertising and very little of the science of distribution. It prevailed when our wants were few, and it should have no place in our complex society of today. It can be made unnecessary by thoughtful, farconsiderate, intelligent, seeing. business management.

> G. J. Farrell with C. B. Thomas Company

George J. Farrell, formerly with the Buffalo Chamber of Commerce, has joined the Charles B. Thomas Company, advertising, Buffalo, N. Y.

H. I. Huber, President, Dando-Schaff Company

Harry I. Huber has been appointed president of the Dando-Schaff Printing and Publishing Company, Philadelphia, to succeed the late Jacob G. Schaff.

"Mayfair" a New MacLean Magazine

Publication of Mayfair, a new monthly magazine devoted to sports and social life in Canada, will start early in April. It will be issued by the MacLean Publishing Company, Toronto, which describes it as a companion publication Canadius Homes and Gardens. H. J. Herbert Hodgins is editor and R. B. Huestis is business manager. Huestis is business manager.

The size of the magazine will be 8 5/16 x 11 1/4 inches.

American Cigar Profits Show

The American Cigar Company, New York, manufacturer of Roi Tan cigars, reports net profits, after charges and Federal taxes of \$2.666,681 for the year ended December 31, 1926. This com-pares with \$2.209,921 in 1925. This is an increase of 20.7 per cent.

Pittsburgh Plate Glass Has Profit

The Pittsburgh Plate Glass Company, Pittsburgh, manufacturer of plate glass, paints and varnishes, reports a net profit of \$10,016,947, after charges and Fed-eral taxes, for the year 1926. This compares with profits of \$12,122,811 in 1925.



QUICKLITE The Perfect Lighter

Give Them Away
To Salesmen
At Conventions
At Expeditions
At Now-Store Openings As Premiums or Gifts. for good-will

Give Them Away -for good will

with your name stamped on cap

Tired of giving the same old thing? Give something useful to every smoker.

Here's QUICKLITE, a vest-pocket cigar lighter with a proud record of performance. Contains not a single wheel, pulley or spring. A pall of the cap as you would a fountain pen and prestot a light—always. Finished in nickel, high-nickel and gold plate.

Then there's RAY-O-LITE, the wonder lighter. What makes it light? No flint, no friction, no wheels, no thumb-ripping. Operates on principle of incandescent filament—yet is not an electric lighter. A real novelty. Nickel, high-nickel and goldplated finishes.

Made up, your name or mark, stamped on cap at cost of lighter, plus not cost of die and stamping. Send \$1.00 for samples of both, money to apply against your order.

How Many Can You Use?

RAPID MFG. CO.

Distributors of American Lighters 799-A Broadway, New York City



BAY-O-LITE A Soientific Marvel

Distributors and Agents, Write for Offer



In the task of moving merchandise out of your dealers' stores —you need the selling power of forceful electric signs.

Lightsthat flash and beckon—telling buyers where your product is sold—bring closer dealer co-operation, increased volume and profits.

Supply the missing link between your national advertising and your local outlets—identify these outlets with long-lived Federal-Porcelain Enameled Steel Electric Signs.

FEDERAL ELECTRIC COMPANY

8700 SOUTH STATE STREET



CHICAGOAN



NOW
BEING
PUBLISHED
BY

MARTIN J. QUIGLEY

PUBLISHER

Exhibitors Herald Better Theatres The Studio
The Box Office Record and Equipment Index

407 South Dearborn Street CHICAGO

565 Fifth Avenue NEW YORK 5617 Hollywood Blvd, LOS ANGELES LONDON 8-10 Charing Cross Road E. C. 2

Authors of Ideas Are Soon Forgotten

INTERNATIONAL SILVER COMPANY MERIDEN, CONN.
Editor of PRINTERS' INK:

In PRINTERS' INK of March 3, on page 184, there is an article to the effect that the Towle Manufacturing effect that the Towle Manufacturing Company, in 1922, pioneered in advertising to the public that "Sterling" means "Solid Silver." We would simply like to point out that the Towle company should not get full credit for pioneering in this work, as the Federal Advertising Agency made a survey for us in 1920, which revealed the same thing that the Towle company discovered in 1922, and in the fall of 1920, we started an advertising campaign which was devoted almost entirely to putting over the idea that "Sterling Silver" is "Solid Silver."

We thought you might be interested

We thought you might be interested in knowing this for your own informa-

INTERNATIONAL SILVER COMPANY FACTORY "W" CRAIG D. MUNSON.

'HIS letter, concerning certain comments made in the Little Schoolmaster's Classroom, illustrates an old story in advertising history. The authorship of an soon forgotten. mediately after the death of Stanley Clague, late managing director of the Audit Bureau of Circulations, PRINTERS' INK found it extremely difficult to discover who it was that had the original There has Audit Bureau idea. considerable controversy over the origin of "Say It with Flowers." Perhaps this is as it should be; for, in advertising, the idea and not the author is the thing that counts.

Curiously enough, testimony on how good the idea of proclaiming "Solid "Sterling" means silver" is in practice was afforded, in a measure, by a letter from a Detroit jewelry house that came in the very same mail with that the International

It read: Company.

WRIGHT, KAY & Co. DETROIT, MICH. Editor of PRINTERS' INK:

Editor of PRINTERS' INK:
Apropos of your remarks on solid
silver in the March 3 number of PRINTPRINTERS' INK, you may be interested to know
that many people who come into our
store are under the impression that 1847
Rogers Bros. plated ware is the highest
type of silverware made, which is another indication that the sterling silver

Special Copy Service

few Manufacturers and Agencies can be well served in special copy by seasoned writer.

No fancy word-juggling, but straight selling talk in ads and printed pieces, based on a care-ful study of the product and field and backed by over fifteen years' practical merchandising experience in charge of advertising for manufacturers and retail stores, giving trade viewpoint and close-to-consumer

Specialize on food, hardware, appli-ance and aimilar lines.

Reasonable rates for careful, conscientious work. Will not accept more than can be properly handled.

JOHN HERBERT MORROW

150 Beaumont St., Brooklyn, N. Y. Tel. She 3773

Agency Copy Man

(Advertising Manager)

submits this outline of his record

10 years' agency experience—copy, plan, contact, trade investigations, merchandising reports.

5 years with one of the biggest adver-tisers in the country—in charge of dealer advertising service, house organs, na-tional schedules.

5 years newspaper reporter and editor. Sales experience.

Sales experience.

Advertising experience includes: Public Utilities, Life Insurance, Securities, Banks, Real Estate Development, Automobiles and Equipment, Agricultural Implements, Electric Appliances, Trucks, Tractors, Building Materials, Grocery, Drug, Stationery and Hardware lines, Tobacco and Cigars.

Have exhausted possibilities in creations.

Have exhausted possibilities in present situation. Would locate in small city, providing future assured with good agency or company requiring advertising manager. Salary required, \$8,000. Mar-

ried, Christian, age 39.

Address"N," Box 283, PRINTERS'INK

manufacturers have been asleep a long, long time, and it will take them several years to educate the general public. The new Sterling advertising is already producing results, however, and we are now selling Sterling Silver to a class of people who formerly would have bought nothing but plate.

nothing but plate.

The tremendous growing interest in Sterling Silverware is almost like some of the other stampedes that Calkins writes about in the March Atlantic Monthly. However, there will always be plenty of people to buy plated silver, so the manufacturers of plate will never be as much shut off from a market as the makers of cotton hosiery have been.

We always enjoy the Schoolmaster's

We always enjoy the Schoolmaster's remarks and comments so much. In fact, generally turn to them first when

PRINTERS' INK AFFIVES.
WRIGHT, KAY & Co.
EDWARD F. WRIGHT.

Keystone Refrigerating Company Moves

The Keystone Refrigerating Company has moved its offices and plant from Pittsburgh to Beaver Falls, Pa. The Pittsburgh office has been discontinued.

American Bosch Magneto Reports Net Profit

The American Bosch Magneto Corporation, Springfield, Mass., reports a net profit for 1926 of \$558,319 against a net profit of \$521,393 in 1925.

American Rolling Mill Sales

Sales for 1926 of the American Rolling Mill Company, Middletown, Ohia, Armoo products, and owned and controlled companies, are reported at \$34,958,643 against \$34,257,812 for 1925, and \$28,679,818 in 1924. The net income for 1926 was \$4,064,500 after Charges, Federal taxes and interest, against \$2,886,312 in 1925 and \$2,845,055 in 1924.

MacLean Advances R. B. Huestis

R. B. Huestis has been made business manager of Canadian Homes and Gardess and a new publication, Mayfair, by the MacLean Publishing Company, Turonto. He was advertising manager of Canadian Homes and Gardess for the past year and a half. Previous to that Mr. Huestis was a district manager of MacLean's Magazine in Toronto.

Visugraphic Pictures Appoint Groesbeck-Hearn

Visugraphic Pictures, Inc., New York, producer of industrial and commercial motion pictures, has appointed Groesbeck-Hearn, Inc., New York advertising agency, to direct its advertising account. Direct mail and newspapers will be used.

Wanted for Sept. Delivery \$362,908,295 School Supplies

SCHOOL officials next month will start making up schedules of new equipment and supplies (which they will need next fall.

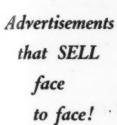
Over 362 million dollars will be spent in this great school market during 1927 for school equipment of all kinds. If you are making a product that can be used in the 263,000 public schools and thousands of similar institutions, now is the time to go after the business. Use your advertising NEXT MONTH, when the buying schedules are being made up.

We offer you a circulation of over a half-million exclusively among teachers and school officials in the 37 leading states. Write today for our new survey of this great school market—full of information you can use with profit.

SERVICE BUREAU

OF STATE TEACHERS ASSOCIATIONS.INC. 418 Shops Bldg., Des Moines,







DEMONSTRATED ADVERTISING RESULTS, actual market investigations, effective use of questionnaires, percentages for advertising expenditures for representative types of businesses.

TESTED MERCHANDISING CAMPAIGNS, marketing strategy, successful plans

TESTED MERCHANDISING CAMPAIGNS, marketing strategy, successful phans for exploiting widening markets.

PSYCHOLOGY IN ADVERTISEMENTS—inventories of instincts and desires, analyses of appeals; attention value of "dad"—size, repetition, location, color; the influence of line and form, typefaces, colors, and language.

SPACE BUYING POINTERS, selection and use of mediums—newspapers, magazines, posters, direct mail, and so on.

PROVEN COPY CAMPAIGNS carefully mapped out—national advertising, retail advertising, financial, foreign; special ways to appeal to men and women.

CHARTS AND TABLES of market data, human traits, statistical presentations of experiments, tabulations of results and so on.

experiments, tabulations of results and so on.

HUNDREDS OF SUCCESSFUL "ADS" reproduced and analyzed—thousands of ideas for making the "advertising interview" pay.

ADVERTISEMENTS THAT SELL face to face.

**URN over the pages of the **Advertisers' Encyclopedia. Here you will find right ways of advertising—how to gage the size and power of your market; actual percentages of gross income to spend on publicity. Sales appeals, the advertising problems of manufacturing concerns, wholesale houses, chain stores, department stores, investment houses are fully analyzed and made noonday clear.

Layouts, illustrations, language, the factors in belief and conviction—the facts you need to understand the "salesology" of human nature—all are prainly shown. Special sections tell how to write copy that sells—copy for magazines, newspapers; mail sales; billboards; trade and class publications.

With advertising strategy such as this, by such men as—Starch, Director, Department of Organized Research, A.A.A.A.; Herrold, in charge of Advertising Courses, Northwestern University; Poffenberger, formerly Lecturer on the Psychology of Advertising, Columbia University; and Brewster, Head, Department of Advertising and Selling, Syracuse University—you don't need to try so many costly experiments. They have been made.

2484 pages. 322 tables. 335 successful advertisements analyzed. 4568 resultful advertising IDEAS.

-- Clip and Mail This Coupon-NOW!---

A. W. SHAW COMPANY, Cass, Huron and Eric Streets, CHICAGO

Please send me for five days' free examination the new four-volume Advertisers' Encyclopedia, library buckram binding, gold stamped. I'll look over these volumes and if entirely satisfied, within five days after their receipt I'll send you \$3, plus a few cents for postage and packing, and \$5 a month for four months, \$23 in all. Otherwise I'll return the books and that will end the matter.

Street and No.....

City and State

(Canada and foreign, \$25.30, cash with order.)

THE AMERICAN NEWS COMPANY

INCORPORATED

eannounces the result of its 63rd Annual Election of Officers

MR. HARRY GOULD

President

MR. L. A. NEIS Vice-President

MR. S. S. BLOOD Treasurer

MR. HERBERT GREENWOOD

Secretary

MR. SAMUEL S. BLOOD Chairman of the Board Lines

FARM PAPER SUMMARY FOR FEBRUARY

COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house livestock and classified devertising)

Country Gentleman	82,645
Successful Farming	39,365
Farm Journal	27,783
Farm & Fireside	21,820
Capper's Farmer	21,689
California Citrograph	13,419
Farm Life	13,140
American Fruit Grower	12,786
American Farming	11,502
Farm Mechanica	10,261
The Dairy Farmer	9,210
Better Fruit	8,572
American Produce Grower	8,101
Pacific Homestead	6,107
Farmers' Home Journal	3,647
Power Farming	3,362
SEMI-MONTHLIES	
	Lines
Dakota Farmer	43,839
Farmstead, Stock & Home	39,105
Hoard's Dairyman	38,317
Oklahoma Farmer-Stockman	35,547
Missouri Ruralist	34,331
Orange Judd Illinois Farmer	26,341
Montana Farmer	26,315
Southern Agriculturist	24,882
Michigan Business Farmer	24,361
Southern Planter	22,624

Modern Farming 7,850 WEEKLIES (Four issues)

Southern Ruralist 21,734

Utah Farmer 19,310

Western Farm Life 17,710

South Dakota Farmer & Breeder 12,787

Southern Cultivator & Farming 12,164

Arkansas Farmer & Homestead 10,376

Missouri Farmer 9,149

	Lines
The Farmer	64,542
Rural New Yorker	63,975
Nebraska Farmer	59,381
Iowa Homestead	57,931
Prairie Farmer	57,830
Wallaces' Farmer	56,377
Pacific Rural Press	50,638
Ohio Farmer	50,632
Wisconsin Farmer	50,576
Kansas Farmer & Mail & Breeze	49,890
Michigan Farmer	48,337
New England Homestead	48,172
Farm & Ranch	



A Bull—Pure Bred Holstein Friesian

Here, gentlemen, we have a bull—husband of the cow that appeared in Printers' Ink the other day. He too is a pure bred Holstein-Friesian, but unlike the cow the bull has plenty of precedent for asking to have his picture in print.

But what we say beyond this point is not like our illustration.

If you want to reach the richest agricultural field use the dairy and breed press. Study the Holstein field and we will find that the breeder of pure bred Holsteins is the leader in agricultural expenditures for automobiles, tractors, farm machinery, gasoline engines, lighting outfits, barn equipment, etc., etc.

Why? Because he has the money, the desire, the education and the motive for bettering himself in all fields of agricultural production. We can give you definite information upon the buying power of the Holstein-Friesian field. Address inquiry either to our representatives, the Standard Breed Publications, 537 So. Dearborn St., Chicago, Ill., or direct to

HOLSTEIN-FRIESIAN WORLD

312 City Bank Bldg. Syracuse, N. Y.

Wanted: an Unusual Opportunity

I want to connect with an agency where, under mutually helpful, congenial surroundings, service and cooperation will be recognized.

If you need a man who can contribute constructive, business-like thinking; who has the ability to analyze conditions, devise and assume full direction of plan; who can write and visualize the message, let me tell you of my experience and show you what I have done.

Address "G," Box 149 Printers' Ink.

Agency man with Experience Youth Initiative

Looking for a wider opportunity with manufacturer or agency. At present is contact man with a leading agency working on important accounts.

Has a background of seasoned experience in plan, production, copy and merchandising. Intimate knowledge of toilet goods and automotive accessory fields. Possesses initiative, tact and judgment. Knows how to handle and develop business.

College graduate; 34. Address Room 1002, No. 45 East 55th St., N. Y. City

	Lines
Pennsylvania Farmer	
Indiana Farmer's Guide	. 46,837
Progressive Farmer & Farm	n
Woman	. 45,623
Wisconsin Agriculturist	. 45,079
California Cultivator	. 41,542
Pennsylvania Stockman & Farme	r 41,419
Washington Farmer	. 38,042
American Agriculturist	. 37,981
Ohio Stockman & Farmer	. 37,594
Oregon Farmer	. 37,277
Idaho Farmer	. 34,926
Florida Grower	26,100
Breeder's Gazette	. 23,184
Dairymen's League News	. 10,395

FARM NEWSPAPERS

Kansas City Weekly Star 44,605 Dallas Semi-Weekly Farm News 19,848 Memphis Weekly Commercial Appeal 16,806 Atlanta Tri-Weekly Constitution 16,780

Atlanta Tri-Weekly Journal 14,275 Kansas City Weekly Journal ... 12,038 (Figures compiled by Advertising Record Company.)

Timken Sales Double Last Year's

The annual report of the Timken Roller Bearing Company, Canton, Ohio. for the year ending December 31, 1926. shows net profits from sales, with other

shows net profits from sales, with other net income, of \$8,474,103, after charges and Federal taxes.

H. H. Timken, president, referring to volume of business, stated that for 1926, sales of bearings were approximately double those of the preceding year. Some idea of their wide distribution is given in his further statement that Timben bearings are some aspects. that Timken bearings are now successfully used in some 300 kinds of machinery.

Hotels Appoint Grenell Agency

The Barlum Hotel, Detroit, has placed and barium Hotel, Detroit, has placed its advertising account with the Grenell Advertising Agency of that city. This agency will also handle advertising for the Detroit-Leland Hotel which will open on April 20. Newspapers within a 300 mile radius of Detroit will be the principal mediums used.

Monroe Calculating Machine Appoints W. G. Zanglein

William G. Zanglein has been ap-pointed sales production manager of the Monroe Calculating Machine Company, Inc., Orange, N. J. He was formerly special sales representative for the Northeastern sales division of the company.

JOHN N. McMATH IS NOW A DIRECTOR AND OFFICER OF THIS AGENCY

THE RICHARD A. FOLEY ADVERTISING AGENCY, INC.

NEW YORK: 247 PARK AVE. PHILADELPHIA: 1600 ARCH ST.

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK OFFICE: AS MADISON AVENUE, NEW YORK CITY. TRIERHONE: ASHLAND 6500, President and Secretary, J. I. Romer. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, Gove Compton, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager. San Francisco Office: 564 Market Street, M. C. Mogensen, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00. Advertising rates; Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, minimum order \$3.25.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor ROV DICKINSON, Associate Editor ALBERT E. HAASE, Associate Editor BERNARD A. GRIMES, News Editor

EDITORIAL STAFF C. B. Larrabee Roland Cole
E. B. Weiss Andrew M. Howe
Thomas F. Walsh James C. McGrath
H. W. Marks

A. H. Deute, Special Contributor Chicago: G. A. Nichols D. M. Hubbard Russell H. Barker Washington: James True London: Thomas Russell

New York, March 24, 1927

Speaking before

York

the New

Advertising Slipping Market

Food Marketing Research Council last week, E. L. Parsloe, sales manager, H. Bohack Co., Inc., chain grocer, said in part, "Fresh fruits and "Fresh fruits and vegetables are becoming a more important factor in retail food business every year... The plain question whether canned etables have seen their zenith in the New York market has been brought to me by several of the largest canned goods distributors in the last few months. the public is favoring the fresh product there is no doubt."

Whether or not the canned vegetable market is doomed to destruction is not so important as the question whether the canners realize conditions and are

looking for corrective measures. Industrial history is dotted with incidents of products that have lost favor slowly and dropped out of the picture because their manufacturers did not realize the danger until too late. The time to save a slipping market is while business is still profitable, not after business has dropped to such levels that special advertising and sales effort is highly unprofitable. A dollar spent this year in advertising may go farther than \$50 spent three or four years hence.

PRINTERS' INK is making no predictions concerning the future canned vegetables. Perhaps the menace to this business from fresh vegetables is not so great as it seems. The point is that there is a present danger and that steps should be taken to correct the condition if possible before canned vegetables repeat the melancholy history of other products.

That the advertisers of canned vegetables are not blind to what is happening is shown by the fact that one of the largest advertisers of canned vegetables increased his list of mediums and increased his advertising appropriation to carry the message of the food value, wholesomeness and convenience of canned vegetables.

There is a sound lesson here for manufacturers in many lines. Present prosperity is no guarantee of future riches. Every advertiser must keep a careful tab on his markets so that, once any section of his market is threatened, he will be able not only to step in with a constructive advertising campaign but also with a campaign that will be successful because it is based on a thorough knowledge of conditions and the best methods to meet those conditions.

Teach These Recently, postmaster in a Dealers Kansas town re-Advertising! ceived forty-nine sacks of mail-order catalogs to be distributed in his town and on the adjacent rural mail routes. Thinking that "something ought to be

done about this," he communicated the facts to the head of the local chamber of commerce. (It is only the occasional town in the West that is too small to have a chamher of commerce and usually it is a useful organization.)

This particular chamber had a meeting, and the following week the local newspaper had a long first-page article setting forth the alleged iniquities of the mail-order houses. It is such an absolute masterpiece of misinformation that we venture to quote a part of it

"What do you suppose these catalogs cost Montgomery Ward catalogs cost Montgomery ward & Co., and Sears Roebuck & Co., this year?" the statement asks. "They cost from \$15,000,000 to \$20,000,000. Think of it!... Then remember that this immense amount of money has all to be added to the price of the mer-chandise which we order from the pretty pictures in those books. Don't forget that the consumer always has to pay the cost of doing business no matter what

which statement, signed by the chamber of commerce officials, goes on to declare that J. P. Morgan and a group of New York bankers own Montgomery Ward, while Sears Roe-buck, it added, is controlled by Julius Rosenwald and some La Salle Street bankers.

kind.

"These 'bankers," it was said, "must have their money in big profit as they actually need it."

In their eagerness to state their own case in a favorable light, these well-meaning Kansas dealers are, of course, doing themselves a real injury. Even though the gratuitous remarks about the bankers might appeal to local prejudice sufficiently to react somewhat against the mail-order houses, the statement about the cost of the catalog advertising having to be added to the selling price of the merchandise is something that could well be expected to lay up plenty of future trouble for the town's stores. How are they going to justify their own advertising if they go out of their way

to tell people that advertising makes goods cost more?

We dwell on this incident here, not because we wish to preach to misguided Kansas retail group, but because it is fairly indicative of the erroneous conception of advertising held by numerous retailers. They think, or at least say, that advertising is really a tax—a necessary evil that is forced upon the merchandising system by the exigencies of competition.

W. Frank McClure, chairman of the National Advertising Commission, has induced Walter A. Strong, publisher of the Chicago Daily News, to become chairman of a committee which is going to try to think through some method of giving people at large a true picture of the economics of adver-We should like to suggest to Mr. Strong and his committee that if they want to go out into the highways and hedges with an educational message of this sort they could well afford to begin with the local chambers of commerce in small towns.

A number of Retail manufacturers Manuals using manuals That Don't for retail clerks Grow Old have given up the plan because they have found that the manuals were not being used after their novelty had worn As Wilfred Kean, assistant sales manager of the Estate Stove Company, pointed out recently in PRINTERS' INK, a manual that is used only half the possible time by only half of those for whom it is written is only 25 per cent Some manufacturers effective. would feel themselves quite fortunate if they were sure that their manuals were even 25 per cent effective.

Mr. Kean, in his article, de-scribed various methods being used by the Estate company to make certain that the manual is not an overnight proposition, but is used continually by the clerks into whose hands it falls. Frequent reference to the manual in the company's house magazine,

plans built around it, featuring it at dealers' sales schools and letters to salesmen and dealers are only a few of the methods used by the company. In another recent article PRINTERS' INK, J. Baxter Gardner, of the Skelly Oil Company, emphasizes the methods used by that company to see that the retail manual is kept constantly

before the men who should use it. Methods, however, are not so important as a realization on the part of the manufacturer that the average retail manual will not keep itself alive. It needs some nourishment to sustain it and that nourishment has got to come from the manufacturer. No matter how carefully the manual is prepared, no matter how helpful it is to the retail clerk, the average clerk will forget it within a few weeks after he has first used it. It must be kept alive in the clerk's mind and must be kept up to date so that it meets the problems of today as well as it met the prob-lems of yesterday.

The manufacturer who realizes the great possibilities of mortality among retail manuals will soon find methods of keeping his manual alive. Numerous methods have been described in PRINTERS' INK and other methods fitting a particular situation are easily enough originated.

The manual that has a life of only a few weeks is, in most cases, a waste of time, money and effort. A small investment in ideas will assure any manufacturer who issues a good manual that his manual will live as long as its pages hold together.

The head of a Attracting company which Executives has recently added Who Make to its executive staff men from a Profit several other organizations was recently asked this question: "Why is it that people who seem to be well placed and have big titles come to your concern so willingly, sometimes without any title at all?"

In answering this question the president emphasized a fact some-

times overlooked by management. He pointed out that in a position he held as a young man he was very unhappy because he worked for a company which insisted upon its employees looking at everything merely from the money-making standpoint. He made up his mind that if and when he ever came to be the head of a company, he would emphasize adherence to the little, seemingly unimportant things which in the long run make a man happy or unhappy in his work. First of all, he would always listen to an idea. Knowing that the man who came to him with an idea had thought about it for probably six months or a year, he would give him at least ten minutes to discuss it thoroughly. In the second place, he would try to see to it that the men who

were working with him to make the business a success should be able to get some fun out of their daily work.

He came to the top in the course of time and managed to remember his own experience and his earlier promises to himself. He has made his organization a good place to work. Instead of holding out promises for the future. he makes the present day in business a happy one because the surroundings and the little things have been made right. Through his own thoughtfulness and the memory of the days when he worked in a place where money was the only object, he has been able to attract to his business the sort of executives who, because they are happy in their work, add greatly to the company's profits. A group of loyal young executives, by throwing themselves into their work during business hours and thinking about it outside, are putting this new business up among the big leaders in its industry. They are working in close harmony because they have been made to feel that the place a man spends most of his life should be a pleasant place, that good fellowship and a little fun are not inconsistent with hard work, and that if an individual does well he will be adequately rewarded.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel
40 EAST 34th STREET

New York

AN ADVERTISING AGENCY FOUNDED ON THE IDEA OF RENDERING SUPER-LATIVE SERVICE TO A SMALL NUMBER OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co. Johns-Manville Corporation

Western Electric Co.
The T. A. Snider Preserve Co.
Loose-Wiles Biscuit Co.
Graybar Electric Company

Association of American Soap and Glycerine Producers Eastman Kodak Company (Brownie Cameras)

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Advertising Agencies to Have Tennis Tournament

Starting in April a series of tennis matches will be started as a further activity of the Advertising Agencies Athletic Association of New York. Athletic Association of New York. Consideration is also being given to an open tournament for advertising agency women together with matches of mixed Agencies which are not memdoubles. Agencies which are not mem-bers of the association are invited to enter representatives

Wilbur Lewis, of the Joseph Richards Company, Inc., is the newly elected president of the association. Other officers are: Gene Lequin, Barton, Durstine & Osborn, Inc., vice-president; Hugh M. Craig, The Blackman Company, secretary, and Joseph Scheideler, Calkins & Holden, Inc., treasurer. Dan M. Gordon, Ruthrauff & Ryan, Inc., H. Boitel, The Erickson Company, and S. M. Levy, The H. K. McCann Company, together with the officers, constitute the membership of the executive Wilbur Lewis, of the Joseph Richards

stitute the membership of the executive committee

committee
Chairman of the various committees
are: Baseball, Mr. Lequin; tennis,
Donald Leith, The Erickson Company;
bowling, F. W. Callaway, Frank Seaman, Inc; basketball, R. K. Peebles,
The H. K. McCann Company; publicity,
Mr. Levy, and entertainment, John V.
Hughes, of the Joseph Richards Comрапу.

"Printers' Ink" Model Statute Urged for Pennsylvania

The adoption of PRINTERS' INK Model Statute on advertising by the State of Pennsylvania, now in force in twenty-three States, was urged by Hugh Smith, manager of the Better Business Bureau of Philadelphia in a talk hefers. of Philadelphia, in a talk before the Poor Richard Club of that city. He declared that the present legislation is inadequate

The Philadelphia bureau has brought about an agreement among the furriers of that city correctly to name the furriers they sell. Similar work is being at-tempted in other fields.

Women's Group of Denver Club to Hold Ball

An animated advertising ball will be given by the Women's Group of the Advertising Club of Denver on April 21 at the City Auditorium. It will be for the two-fold purpose of raising funds for the coming International convention at Denver and to arouse the interest of the public in advertising and local business.

Junior Club to Hold Dance

The Association of Young Advertising Men, New York, will hold its annual spring dance at the Hotel Pennsylvania on April 1.

Advertising Students Guests of Poor Richard Club

About 100 advertising students from the University of Pennsylvania recently were guests of the Poor Richard Club of Philadelphia. Morton Gibbons-Neff, president of the club, gave a talk in which he said that the great needs of which he said that the great needs of the advertising man were imagination and common sense. Other speakers were W. Russell Green, advertising manager of the Charles E. Hires Com-pany, Philadelphia and Thomas J. Mu-tovy, of the Charles Morris Price School of Advertising of the Poor Richard Club.

The first On-to-Denver meeting of the Poor Richard Club was held last week. A. C. Delaplain and David Christman were in charge. Preliminary arrangements for attendance at the Denver convention were discussed.

. Rochester, N. Y., Form Advertising Club

Advertising women of Rochester, N. Y., have organized the Women's Ad Club. The following officers have been elected: President, Miss Helen M. Yerger, of Ayer, Yerger & Streb; first vice-president, Miss Ellen O'Donnell, of the Union Trust Company; second vice-president, Mrs. Rita Cowles, Rochester Journal and American; and treasurer, Miss K. Doerbecker, of the Massachusetts Mutual Life Insurance Company. Advertising women of *

Direct Mail Governors to Meet at Baltimore

The board of governors of the Direct Mail Advertising Association will hold its next meeting at Baltimore, Md., on April 22. The Advertising Club of Baltimore will act as host to those attending the meeting at a luncheon at which a number of three-minute speeches will be made. Among those who will speak are Homer J. Buckley, W. R. Ewald. Tim Thrift and Charles R. Wiers.

Portland Club Appoints New Vice-President

Due to the resignation of George Grayson, Grover Rebentisch, second vice-president of the Advertising Club, of Portland, Ore., has been made first vice-president. E. R. Ham, a member of the executive board, succeeds Mr. Reben-tisch as second vice-president.

Hartford House Organ Group Meets

The house organ group of the Advertising Club of Hartford, Conn., was addressed last week by several members of the Life Insurance Sales Research Bureau. Kenilworth H. Mathus is chairman of the group.

f

Philadelphia Bureau to Increase Budget

It will be necessary for the Better Business Bureau of Philadelphia to in-crease its budget for the current year, meet new demands upon its sero meet new demands upon its services. During 1926 disbursements amounted to \$27,623. At the end of that year the Bureau had a member-

ship of 153 concerns.
The financial section, of which Horace The financial section, of which Horace T. Donnelly, Jr., is manager, handled 1,319 cases and inquiries during 1926. The merchandise section, in charge of Robert M. Lovell, reported 1,426 cases and inquiries handled. Other bureau activities included sixty-three special bulletins issued to members, twenty-four specches made before various business groups and four talks over the radio.

Posts Names of Convention Delegates

A framed muslin sign, twelve feet high, upon which are the names of members intending to go to the Denver convention, is being displayed at the meetings of the Advertising Club of St. Louis. It is the purpose of the sign to stimulate decisions on the part of heaitant members and that this plan is succeeding in evident from the new names which are added weekly. George Gayou is chairman of the convention committee.

convention committee.

Second District to Meet in June

The convention of the Second District of the International Advertising Association will take place at Schenectady, N. Y., from June 22 to 24. This district includes clubs from New York, Pennsylvania, New Jersey, Delaware and Maryland. Walter A. Bowe is chairman of the program committee for the convention. Luther J. Calkins will the convention. be in charge of exhibits.

Hamilton Club Aids in City's Advertising

As a result of recommendations made by the Hamilton, Ont., Advertising Club and Chamber of Commerce, a committee has been appointed to co-operate with the City Council in the future advertis-ing of Hamilton. Plans have been pre-pared for a campaign to direct tourist traffic to this city during the summer months.

Tacoma, Wash., Club Has "Ladies' Day"

The program for "Ladies Day," re-rently held by the Advertising Club of Facoma, Wash., was completely ar-ranged by women. Pauline Krentz, ad-vertising manager of Frazer-Patterson, Seattle, Wash., made the principal ad-dress on "Woman's Growth in Busi-ness."

Midwest Circulation Managers Meet

Co-operation among the various departments of a newspaper, especially among the editorial, advertising and circulation departments, was discussed at a meeting of the Midwest Circulation Managers' Association at Kansas City on March 15 and 16. The membership of this organization represents newspapers in Colorado, Kansas, Nebraska, Missouri, Oklahoma, and Arkansas. Co-operation among the various de

Too Many Ideas Spoil the Direct-Mail Piece

There should be but one important idea emphasized in each piece of direct-mail advertising, Hubert J. Echele, vice-president of the Warwick Typographers, declared in a talk before the mail departmental of the Advertising Club of St. Louis. He expressed the opinion that one unfamiliar with the technique of layout is apt to defeat his purpose by trying to feature too many points.

. . . Women's League Celebrates Fifteenth Anniversary

The League of Advertising Women of New York celebrated its fifteenth anniversary by holding a Crystal Ball, preceded by a reception and dimer at the Hotel Astor, on March 15. Mildred Kallfelz was chairman of the committee of arrangements. Holland Hudson will address a meeting of the league on March 30.

Hamilton Club Elects Directors

The Advertising Club of Hamilton has elected the following members as directors: two-year terms, Kenneth G. Brown, Arthur Coombs, J. B. Fraser, Arthur Moore and J. C. Begg; one-year terms, C. M. Elliott, J. A. Gorrie, C. C. Warren, James Tasker and W. T. Walton. Walton.

Sales Managers' Conference to Discuss Actual Problems

The Sales Managers' Conference, a de-partmental of the Advertising Club of Baltimore, will devote its meetings for the remainder of the spring to the solution of actual problems submitted to it by executives of Baltimore business concerns, E. C. Palmer is chairness man of the departmental.

Denver Club Appoints Chairman

The Advertising Club of Denver has appointed John F. Reardon, president of the Reardon Advertising Company, as chairman of the committee on hotel ard, resigned.

The Little Schoolmaster's Classroom

FOR a number of months, the Schoolmaster has been keeping a file of oddities in the day's news. Calling it a "file" is to dignify it; all that is done is to clip these items and throw them into a folder.

The plan is one which many sales and advertising executives might follow. They would derive from it a certain amount of enjoyment and possibly some valu-able aid. The principal thing to avoid is any semblance of system, for that defeats the essence of the idea, which is to have a jumbled collection of news bits through which one may browse aimlessly.

"What sort of items shall we save?" is the usual question asked when the suggestion for a folder of this kind strikes a favorable response. That is a question which nobody but the collector can answer. As a matter of record, however, the Schoolmaster lists below the tenor of several of a dozen or more of these clippings which he threw in his folder one morning.

First there is an item describing a new Swedish invention which is said to receive telephone messages in the absence of the one being called and later to reproduce it upon his return. Members of the Class are invited to permit their imaginations to run wild on the sales possibilities of an invention of this kind. What, for example, would salesmen not give to be able to telephone a dealer and know that, with the aid of this device, they could leave a message for him which would surely be delivered and which would not be garbled in the transmission?

Then there is an anecdote regarding the saleswoman who, upon being asked the difference between silk and rayon, explained it this way: "The difference between silk and rayon is due to the fact that the silk worm and the rayon worm eat different kinds of food."

interesting talk on the manufacture of rayon could be built with that anecdote as an introduction.

A third item refers to a native son of California, Frank Arnold by name, a Petaluma poultryman, who is trying to train his chickento crate their own eggs. "Give a hen a case containing two dozen squares," he says. "All that is required is that she fill the squares, the eggs are counted, the top of the case nailed down and the case is ready for market." Even Henry Ford would approve of that!

Another news note which must have been on the Schoolmaster's desk several months describes another use for steel developed by the American Rolling Mills Company. This is a portable all-metal snow fence. It is designed to make highways passable on many additional days in winter, especially if they are isolated and do not have snow clearing service regularly. At the first flurry of snow the man patrolling a highway can haul the fence to the desired location and erect it easily with one man's help. This ought to come in handy during the next lecture on the importance of new uses in increasing markets.

The other items ranged from an advertisement of the Stanley Works featuring plans for making such things as book racks, bird houses, etc., to a story illustrating the fact that medical men don't care to be called by their professional titles when they are not professionally occupied. The story tells of a well-known specialist who was golfing when an ac-quaintance shouted to him across the links: "Good morning, doctor!" To which the specialist replied: "Good morning, wholesale dealer in boots and shoes!"

The Schoolmaster always likes see trade-paper advertising which gives the dealer and his clerk sales-building ideas. advertising always seems to strike



COVERAGE

BOY SCOUT CAMPS cover the country to take care of the 627,000 boys and 173,000 leaders who make up the Scout Movement—The greatest definitely organized group of its kind in the world.

Boys' LIFE is the official publication for this group and is the one popular periodical of these summer camps. Manufacturers of food products, camp equipment, sporting goods, and the thousand and one things a boy craves in summer will find attractive advertising values in the camping issues of Boys' LIFE.

Forms for June close April 20th. Forms for July close May 20th.

Boys LIFE

200 Fifth Avenue New York, N. Y. Lincoln Building Los Angeles, Cal. 37 So. Wabash Avenue Chicago,Ill.

Influencing Investors

Recognized as the leading financial newspaper of the Pacific Coast, The Chronicle is an institution among the investors whose activities have made the San Francisco Stock Exchange second only to New York.

REPRESENTATIVES

Willams, Lawrence & Creamer, 285 Madison Ave., New York City; 350 No. Michigan Ave., Chicaso; R. J. Bidwell Co., Times Bidg., Los Angetes; Henry White, Stuart Bidg., Scattle.

Thronicle

Young Man Wanted as Editorial Assistant

A prominent business paper is about to make an addition to its editorial staff. It wants to hear from a young man who has determined upon writing as a career and who, because of an intense interest in advertising and merchandising, wants to specialize on these.

He will have tested his interest by having studied these subjects. In addition he should have had about two years of advertising work, preferably in an advertising agency.

For the present he will be given a position in the news department so as to become familiar with editorial policy and requirements and prepare himself for greater responsibilities.

Prospects will be selected for interviews according to the completeness of their applications.

Address "R," Box 296, Printers' Ink

a responsive chord, especially if it is done in an interesting way.

"In your displays—over the counter—these practical sales arguments will sell more Pyrex ovenware" is the heading of an advertisement that is now appearing in trade papers read by dealers who sell Pyrex dishes. The advertisement is then divided into two columns, in each of which three sales arguments are briefly explained and illustrated.

For example, the third sales argument is: "Acid foods unaffected in taste or color—Pyrex dishes withstand the attack of vegetable acids of all kinds. Acid foods cooked in Pyrex ovenware are unaffected in taste or color. Fruit, fish or meat may be kept safely in Pyrex dishes." The little illustration that accompanies this sales argument is made up of a Pyrex dish, several lemons, an onion and a knife, and a few other accessories.

These few sales arguments get a story over quickly to the dealer and to his clerk. It is a type of advertising that can do much to acquaint retailers with the various features of a commodity.

A woman member of the Class is of the opinion that the manufacturers of fabric gloves are overlooking a sales opportunity by not suggesting in their advertising that women change their gloves oftener. Stockings, she says, are changed daily, yet women will wear light-colored fabric gloves for weeks without washing them, and this despite the fact that gloves soil more easily than hose, and the average woman has only one or two pairs of gloves at a time. A campaign urging women to possess more pairs of gloves and change them oftener should jump sales considerably, is her opinion.

That such a result would come to pass, the Schoolmaster is quite willing to believe. Neglected sales opportunities in most businesses are as dust in the desert or sand upon the shore. Why is it that so many men of five-figure incomes wear \$40 suits, \$2 shirts

1



A Famous Book for Sales and Advertising Managers

In far more complete form than its predecessor, "A Study of 81 Principal American Markets," this new book reveals the innermost secrets of merchandising and tells every essential fact that Sales and Advertising Directors need know about the entire United States.

The handsomely embossed cover contains over 600 pages in which 8,073 cities and towns of the United States pass in review over the desks of alert executives. Every community of 1,000 population or more is included.

It tells the total population, numbers of families, dwellings, males and females 15 years old and over from the 1920 Government Census and also January 1, 1927 estimates for every city and town—bank deposits as of September, 1926; automobile registrations for 1926 and the numbers of wholesalers and retailers in 35 kinds of business divided into 6 groups of financial ratings.

A New Wall Map of the United States

An elaborate specially drawn wall map 44x67½ inches is with each book. It shows every city and town of 1,000 population or more. The key to the location of each point on the map is given in the General Index of the book which lists 8,073 towns alphabetically and includes the page numbers of the book where the study of each city and town

is given. The gratis distribution of this book is limited to those business executives who are interested in the utility of newspaper advertising and its relation to their business.

Application for a copy must be made on your business stationery, enclosing 50c in stamps to cover postage and packing.

THE 100,000 GROUP OF AMERICAN CITIES

Suite 1221 A at 19 South La Salle Street, Chicago, Illinois

Alvin Long

Long Advertising Service, San Jose, Calif., says about the book,

"CHECK-LIST CONTRACTS"

"We've just received a copy and it looks like a mine of information."

\$10.00 postpaid. Folder free LYNN ELLIS, Inc., Desk A-1 One Madison Ave., New York

Experienced Advertising Man

7 years varied experience after 2 years special university training for his work have made him capable in all phases of advertising including copy, layout, plan, production, bouse organ, 3 years in agency field, 2 as account executive. Can direct work intelligently or do it himself. Good personality, adaptable, able to work with

others. 30, Christian, married. For complete information address "Q." Box 295, care of Printers' lnk.

WHAT HAVE YOU

for woman copy writer living in Chicaga, of following experience: 2% years with one of largest department stores in the country, taking care of direct mail, package inserts, etc. New employed part time on department store magazine, writing articles and editing. Would consider permanent connection but prefer part time or free lance jebs. Address "K," Box 292, care of Printers' lak, 230 South Clark St., Chicage, III.

TO LARGE PRINTERS

Young Adv. executive effers unique experience in forming dynamic creative selling department

—10 years experience—agencies & dopt. stores
—he is a nationally recognised authority or
direct mail. He can conceive a complete
plan, present it and develop a heathly contact—his creative ideas will keep your sales
force on the go. Balary, plus profit sharing.
Address "O," Box 294, Printers' Ink.

Salesmanship Digest

helps you to do your reading by furnishing you with a monthly selection of useable ideas on selling condensed into a convenient, twenty-four page, pocket size publication, easily read at odd moments.

Write today for sample copy
28 E. Jackson Blvd. Chicago, Ill.

and have but one or two pairs of shoes to their names. Take any self-supporting office girl earning from \$25 up to \$75 a week and compare the quality and extent of her wardrobe with the wardrobe of any one of the officers of the company she works for, men whose incomes are in five figures. and she will probably be found to possess more hats, more shoes, more stockings, more gloves, more handkerchiefs, more umbrellas. more dresses, and more stormy weather paraphernalia, such as rubbers, arctics, raincoats and the like, than the average five-figure business man. Most office girls possess fur coats that make the overcoats of the men they work for look shabby.

Enter the household appliance field and pretty much the same condition holds. More of what the average household contains has been bought promiscuously, or on impulse, in response to selining pressure exerted from the outside, than has been bought with any idea of harmony or budgeting the expenditure in accordance with some plan. Even in the industrial field there is much waste and scatteration in buying, where there should be, if anywhere, system and foresight.

Neglected sales opportunities are literally everywhere. It is not enough for an advertiser to know how to sell. His own best interests, as well as the best interests of his public, will be served if he takes time to teach his customers and prospects how to buy.

Donald B. Barclay has been appointed advertising manager of the Detroit Motor News, Detroit.

An Associate Art Director —

who has been with an international organization Wishes position as art director.

Visualizing Lettering and Address "E," Decoration Box 148, P. I. Production 0.27

of any ing and of obe the ien es. ind es. те as. nv as he ire rls he rk ice ne

118

10 th

ıg

ce 13-

te ş-

st -



Venice-Algiers-Tunis

Vacation Days Are A Few Months Off

The Dreams One Has Dreamed Of Travel-Picking Up Old Trails In Spain; Climbing To The Top Of Ancient Temples In India; Stretching In The Sun Of Italy; Motoring Through The Chateau Country Of France

\$2,500

Will Pay Your Trip Around The World

\$1,000

Will Go Far To Make Such A Trip Possible

\$500

Pays A Round Trip Fare To England

There Are Ten Other Prizes In Our

\$5,000 Advertising Contest

Apply For Contest Rules To

FOSHAY BUILDING MINNEAPOLIS

NEW YORK BOSTON

SAN FRANCISCO PORTLAND, ORE DENVES

CHICAGO ST. PAUL

ART DIRECTOR

Now on the Pacific Coast Wants to Get Back East

Possesses a thorough knowledge of layout, art, typography and plate-making, for letterpress, lithography making, for letterpress, and publication requirements.

Fourteen years' experience as an Artist and Art Director. Can fur-nish best of references and will submit samples of own art work.

Five years as Art Director for a large Printing and advertising house in New England.

For Quick Action Wire "J.A.L.," 1606 Twelfth Avenue, West, Seattle, Wash.

INDUSTRIAL ADVERTISING MANAGER or SALES EXECUTIVE AVAILABLE

During the past 15 years I have created, written, produced and directed business building advertising for world leaders, some of which you have seen and read—and remembered. Names of these three manufacturers will prove to you that I am worth not only what the last of these three is paying me now, as advertising manager, but also a better opportunity for advancement. I am not high priced but high powered and extremely happy where there's harmony. 35 years old, married, a Protestant and schooled by actual experience in every branch of advertising and selling. Address me in confidence. "J," Box 291, P. I.

TO AGENCIES & MFG'S.

Successful Young Adv. Exec. (age 30)

6 yis. copy, plan, contact, on national ac-counts; 4 yrs. with large New York store sales promotion and direct advertising, developing latter field to national prominence.

For originality, shrewd merchandising sense and ability to develop and hold contacts, I refer to former employers. Character above reproach.

Address "M." Box 293, Printers' Ink.

50.000 Names Mail Order Customers

—en original 1926 orders, for rent for first time. Women who ordered 25c, to several dollars' worth of perfume and tollet articles. Can address envelopes at right price. 400,000 other 1925-6 names. Send for specimens and particulars. Address "D," Box 147 Printers' Ink.

New Accounts for Sherman & Lebair Agency

Sherman & Lebair, Inc., New York advertising agency, has been appointed to direct the advertising accounts of the following companies, all of New York: following companies, all of New York:

M. Witmark & Sons, Inc., music publishers, using magazines and farm publications; the Flents Products Company,
Flents sound absorbers, using magazines
and newspapers; the Tailored Silk
Undergarment Company, using business
papers, and Blossom Products, Inc.,
Blossom bloomers.

Texas and New Mexico Outdoor Association Elects Officers

door Association Elects Officers W. A. Lyon, of San Marcos, Tex., was elected president of the Outdoor Advertising Association of Texas and New Mexico, at its convention held at Paris, Tex., on March 15 and 16. The new vice-president is W. A. Wright, of Corsicans. J. S. Phillips, of San Antonio, and W. W. Holland, of Beaumont, were re-elected secretary and treasurer respectively.

Joins New George Miller York "Evening" Post

George Miller, formerly advertising director of the Associated Leather Producers of America, has joined the advertising staff of the New York Evening Post.

Appoints Bryant, Griffith & Brunson

The Charlotte, N. C., News has appointed Bryant, Griffith & Brunson, Inc., publishers' representative, as national advertising representative. This appointment becomes effective May 1.

S. A. Craig, Advertising Manager "Screenland"

Samuel A. Craig has been appointed advertising manager of Screenland Mag-asine, New York. He was formerly ad-vertising manager of the Haire Publica-tions, New York.



GIBBONS knows

J. Cibbons Limited, Advertising Agents

TORONTO

MONTREAL

S rk

ed he bb.

lk

98

ŧ-

rs ٤.,

nd at

10

19 111

V

ıg

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers' and Bookbinders' Equipment machinery, type, supplies, Kelly presses cut-cost material. Send for revised preused machine sheet. Conner Fendler Branch, A.T.F. Co., New York City.

Space to Let to Linotyper with own machine. Can assure \$2,000 to \$3,000 work per year. Rent reasonable. Box 569, Printers' Ink.

I have a proven Advertising Service with National Field. Desire connection with reputable concern, preferably advertising, Lithograph or Paint Process Company. Good clientele. Live proposition. Prefer New York, Chicago. Age 37, married. Christian. References. Box 592, P. I.

DIRECT SALES MANAGERS: We will print, address, stamp, enclose and post your campaign of circulars, broadsides, catalogs or printed ideas. Small City—Low overhead. Send copy, we do the rest. Reliable, substantial. Printers and Publishers since 1858. The Advance Co., Ogdensburg, N. Y.

Wanted:

Printer and Lithographer

Prominent Advertising man, capable executive with considerable business wants Eastern Representation of company equipped to manufacture big run Colortising material-also Labels and Displays. Interested particularly in Company handling calendars of a co-operative nature.

Box 612, Printers' Ink

HELP WANTED

Man Acquainted with the Printing and publishing business, to solicit busi-ness for a book bindery; drawing account and chance to acquire interest in business. Box 593, Printers' Ink.

WRITER OF PUBLICITY
one familiar with Rare Books, Autographs and kindred subjects. Write stating experience, etc. Address Box 585, Printers' Ink.

ACCOUNTANT—New York newspaper wants general bookkeeper thoroughly exwants general bookeeper tabroughly ex-perienced in all branches of newspaper accounting. Must be able to help and co-operate with all departments in their accounting problems and correspondence. Give details of experience. Box 584, P. I.

ARTIST-Familiar with steel die work to do letterhead, envelope, miscellaneous pencil sketches promptly. Considerable work regularly if prices reasonable. Write Box 576, Printers' Ink.

A particularly good opportunity for an experienced young man, to sell advertis-ing space for an established Monthly Magazine of Fiction. Give references, experience, and salary expected. Box 594, Printers' Ink.

Large industrial concern want excep-tionally high grade copy writer for tech-nical trade journal advertising. Engineering graduate preferred. State salary desired. Give full details of past experience and qualifications. Box 605, P.I. WANTED-Sales correspondent familiar with advertising who can convert high-class inquiries into sales and also do some personal selling. Moderate salary and bonus arrangement to start. Full particulars first letter, including salary expected. Box 574, Printers' Ink.

Advertising Salesman
Publisher of two Chicago trade papers, Fublisher of two Chicago trade papers, national circulation, leaders in their fields, has an opening for a man covering Central West. All or part time. Commission only. Annual Special Issues, to be published this spring, afford opportunity for quick revenue. Give references in first letter. Address Box 586, Printers' Ink, Chicago Office.

ADVERTISING SALESMEN

Permanent representatives to sell our illustrated-in-color, direct-mail syndicated services to local merchants on liberal commission basis. Exclusive territory proposition, repeats credited, etc. Splendid opportunity for experienced printing, cut, calendar, or advertising specialty salesmen. Only salesmen capable of earning \$150.00 weekly and upwards need apply. Applications for outline to receive attention must contain age and qualifications first letter. Art Craft Publicity Corp., 461 Eighth Ave., New York City.

An Opportunity

Perhaps you know the man we want. A clean-cut, aggressive, successful salesman, 25-35 years old, to sell retail and department stores in Chicago and Middle West. Good education and personality will help him qualify. An unusual opportunity for one who can accept full responsibility for further increasing sales on a well-known manufacturer's line in his most important market.

Applicant should write full particulars, references and present salary. Printers' Ink, Chicago Office.

SALESMAN: Man with own automo-bile to place special agencies with booksellers and other local magazine subscripseners and other total magazine subscrip-tion handlers throughout several Eastern States. Previous contact with field de-sirable but not essential. Straight salary with generous expense allowance. Address, giving age, qualifications, etc., Advertiser, Box 683, Wayland, N. Y.

A young man is wanted in the Research Department of a prominent business organization located in New York. This position offers a splendid opportunity to become acquainted with sales and advertising methods.

The opening is for a young man who will be required to work at fundamentals for a year or more. Later on he will be able to develop on his own initiative.

If you are acquainted with someone who is looking for such an opportunity have him send information about him-self to Box 570, Printers' Ink.

A Controlled Advertising Imagination Wanted

A national magazine can use a young man with an imagination that can develop advertising ideas. One who will allow himself to become completely engrossed in facts and figures so that he can interpret them in copy that will put the idea across with concise clarity. In short, we want an idea and copy man with a fertile but controlled imagination.

The chap who can fill this position is probably out of college not very long and is just rarin' to get started and show what he can do. A working familiarity with the mechanical details of advertisg-cuts, typography, layout, paper, etc.-will be helpful, but the emphasis is on ideas and originality—plenty of each.

Mere "cleverness" need not apply, as
our prospects are advertisers and agen-

our prospects are advertisers and agen-cies, the severest critics of advertising. If you feel you can write clear copy, after working out your own ideas from statistical material, tell us about your-self, in detail, and the salary you expect. Your letter will be kept in the strictest confidence. Box 613, Printers' Ink.

MISCELLANEOUS

PITHY PARAGRAPHS
It is the duty of every paper to get itself
read. Long articles are not read as they
should be. Pointed paragraphs create
reader-interest. A writer of nationally
quoted paragraphs—not slap-stick stuff will supply you with a column for each issue at prices reasonable for this character of matter. Box 582, Printers' Ink.

POSITIONS WANTED

VERSATILE COPY WRITER seeks a permanent connection, Understands laypermanent connection. Understands lay-out and production. Five years' experi-ence. Is 24, college-trained and married. Salary secondary. Box 597, P. I.

Typographer, whose unusual work gains requent trade-paper reproduction, desires connection with agency or printer. Thor-ough knowledge production, estimating, purchasing paper, art work; has been foreman. Box 572, Printers' Ink. PART-TIME COPY AND LAYOUT work wanted by young man, many years' experience with national accounts. Direct mail, catalogs or advertisements. Box 599, Printers' Ink.

Young Man with five years' advertising experience, embracing copy, production, and contact work; seeking connection with advertiser, agency or publication. College education. Box 610, P. I.

ARTIST

agency experience; black and white finished layouts and plain lettering. Box 609, Printers' Ink.

PRODUCTION MAN

desires position with advertising agency. Skilful typographer. Experienced in Skilful typographer. Experienced in ordering art, printing, and engravings. Age 26. Box 606, Printers' Ink.

LAYOUTS

Young married man at present employed as artist and layout, will be open for a new connection April first. Box 577, P.I.

VERSATILE ARTIST!

Steady worker! Experienced in Agend Steady worker: Experience in Agency, Studio and Manufacturing work. Handle all mediums. Location in the East pre-ferred. Box 588, Printers' Ink.

HOUSE-ORGAN EDITOR

will undertake work on Part-Time Basis. Box 601, Printers' Ink, New York.

LAYOUTS, VISUALIZATIONS

Artist with several years' diversified experience in advertising design lettering and illustration desires connection, New Box 598, Printers' Ink. York.

RETAIL ADV. MAN

Now advertising manager for a chain of twenty-one department stores—would consider lucrative change. Box 595, P. I.

Agency Printing Executive—Capable young man with practical knowledge and experience printing advertising, plus advertising education, desires position with future. Buying judgment—excellent. Box 600, Printers' Ink.

Sales Promotion-Advertising Man

Young man, 27, with a background of ten years of advertising and sales promotion experience, seeks connection with manufacturer or agency. Able correspondent and copy writer. Single, Christian; sary secondary to opportunity. Location: New York and vicinity. Box 571, P. I.

EXPORT SALES

American. Many years' successful experience promoting sales, nationally known article, among Spanish-American. Dealers, both in Field and from Home Office. Exceptional record as producer. Intimate knowledge all Spanish-American. Accustomed handling sales problems, own initiative. Good reason fee changing and can give best credentials. Desire join good firm offering opportunity expand export business. Box 580, Printers' Ink.

27

UT

ing

ion

on.

ite

ng.

cv.

in

gs,

red

lle

re-

is.

T.

ng

in

I.

d. th

en

371

u-

nt

ıl-

I.

te

d

Advertising Assistant—Agency detail, layout and copy writing experience; also trade paper promotional work and selling experience. A N. Y. University advertising student, 24, whose ability is proved with proofs. Box 611, P. I.

Young, healthy, well-educated, traveled, single chap, present Chicago editorial large theatrical journal, contemplates change. Dependable, ability, judgment and pep, Good copy, house-organ and sales experience. Box 590, P. I., Chicago Office.

Thoroughly experienced New York representative is open to a proposition to represent in the Eastern field a publication of merit. Exclusive contract. Commission or salary. 38 years of age. Gentile. Address Box 578, Printers' Ink.

Advertising Manager—Food Products. 12 years advertising and sales management. Qualified for Executive Position. Consider also position Assistant Adv. Mgr. with reputable concern. Prefer New York or Chicago. Age 37. Married. Christian. References. Box 591, P. L.

YOUNG MAN

with two years' agency experience, college training, desires position as assistant to advertising manager of concern doing national or semi-national advertising. Confident in his ability to prove valuable man. Box 583, Printers' Ink.

AGENCY OFFICE MAN

Twenty years with two leading Chicago agencies—office manager, systems, employment, auditing, billing, credits and collections, write a good letter and meet people well. A safe, dependable man. Box 589, Printers' Ink, Chicago Office.

BECRETARY

Possessing exceptional business ability, comprehensive knowledge of detail and compilation work, thoroughly familiar with all phases of advertising, capable of assuming responsibility, nine years with large publishing concern, can prove herself valuable assistant to busy executive. Box 596, Printers' Ink.

LAYOUT AND PRODUCTION

Opportunity for organization seeking advertising man. 8 years creating advertising for large accounts. Reputation for layouts. Can design and letter saving art expense. Can write copy and supervise production. Sound merchandising and sales sense. Future above salary—29 years old—ambitious. Box 607. Printers' Ink.

I Know a Good Advertising Man

—agency trained; broadly experienced; clean-cut. Wants to change for valid reasons. Inquiry invited from representative manufacturer or advertising agency. Address: Frank D. Boyd, Pres., Frank D. Boyd, Advg. Co., Liberty Central Bank Bldg., St. Louis.

Young man—28, now advertising manager of Italian publication, speaks four languages, good personality, aggressive and, above all, a worker; can give good references—desires position with American firm. Available at once. Box 587, P. I.

SALESMAN

Young man with retail and wholesale experience wishes to change lines. Now calling on office equipment trade East of the Mississippi. Good reference. Address Box 581, Printers' Ink.

PAST TIME ADVERTISING WANTED Analysis, plan, copy and layout for advertising and sales promotional campaigas. Man experienced in all phases of advertising from post card to Post, capable of selecting most effective mediums. Box 602, Printers' Ink.

ADVERTISING MAN

Plan man, copy writer and visualizer of exceptional ability, seeks connection with agency. Sixteen years' broad advertisingselling experience, national accounts. A capable, all-around man familiar with every phase of agency work. A-1 references. Box 575, Printers' Ink.

ADVERTISING ASSISTANT: Six years definite experience with publishers, agencies, service organizations, writing copy, creating layouts, handling production.
YOUNG ADVERTISING WOMAN

YOUNG ADVERTISING WOMAN well educated, versatile, adaptable, like-able, wants position with important executive where her past experience will prove valuable and where she may learn more about advertising. Box 603, P. I.

COPY and IDEA MAN

Prolific Ideas, colorful copy and willingness to produce a large volume of work are my chief assets. Ten years' advertising experience, eight with 4-A agencies. Present employed at building and automotive accounts. Wide training in other fields. New York or vicinity preferred. Box 608, Printers' Ink.

ADVERTISING MANAGER

Thoroughly experienced executive in agency rotogravure, (color) black and white. Has produced noteworthy results. Now employed in executive and sales capacity in one of the country's foremost newspapers. Box 604, P. I.

ART DIRECTOR

Young man with original ideas and recently returned from study of art abroad deaires a position as Art Director or assistant in a progressive advertising company. Is capable of buying all art work, planning campaigns and instilling new life in campaigns already under way. Can do finished work and sketches in fine line, water color, dry brush, crayon and oil. Opportunity as important as salary. Box 573, Printers' Ink.

Table of Contents

New York, March 24, 1927

James J. Davis	3
American Woolen Takes Its Fabrics to the Consumer	10
Six Reasons Why Retailers Should Not Cut Prices William Scheibel	17
The Fight on Crooked Advertisers of Toilet Goods	25
Mythology, Theology, History, Funny Stories in Sales Letters?	41
How a Mail-Order House Brought Back Lost CustomersA. O. Hurja	49
Getting the Big Store to Feature Branded Merchandise	52
Unseasonal Copy for a Seasonal Seasoning	69
Chicago Advertising Groups Welcome O. C. Harn	72
A Clever Reply Won't Get You That Job	77
"Printers' Inklings" Not Available for a House Organ	85
How Studebaker Selects and Trains Salesmen for the Dealer	88
Why "Made in Canada" Persists in Canadian Advertising	105
National Carbon's Freight Policy Adds to Jobber's Margin H. E. Pettingill	113
Introducing the New Salesman	121
How Can the Lay Mind Be Made to Grasp Technical Ideas!	127
Shall We Drop the Jobber !	135
Finding \$10 Bills Between the Pages of Business Papers. James H. Collins	143
The Newer Ideas in Newspaper Art Techniques W. Livingston Larned	151
Magazine Executives Meet with National Advertisers	160
Dealers Sold Sample Installations to Help Sell Other Dealers	165
Another Real Estate Broker Starts Good-Will Copy	173
Aid the Government Can Give Machinery Exporters	181
Why Advertising Managers Get Other Titles	189
Government Publications of Interest to Advertisers. Special Washington Correspondence	201
Linking the Laboratory with More Sales	204
Farm Paper Summary	223
Editorials Advertising and a Slipping Market—Teach These Dealers Advertising!—Retail Manuals That Don't Grow Old—Attracting Executives Who Make a Profit.	226
The Little Schoolmaster's Classroom	232

10

41

69

85

88 105

27

135

43

60

65

81

89

04

20

32



MADDOCK

DUROCK Bathroom Equipment

THE manufacturer of plumbing fixtures has no retail outlet through established stores. He must look to the contracting plumber and his journeymen for merchandising co-operation.

So the plumber, being primarily a craftsman rather than a salesman, requires "dealer helps" of a particularly thorough kind.

For more than seven years we have had the privilege of assisting the famous house of Thomas Maddock's Sons Co., of Trenton, in marketing its products to householders—through plumbers.

The
EUGENE MGUCKIN
Company
PHILADELPHIA

ADVERTISING

The Chicago Tribune carried more National Advertising in 1926 than any other newspaper in America

THE CHICAGO TRIBUNE in 1926 carried eight million agate lines of national advertising. No other newspaper in America came within a million lines of this figure.

The ten newspapers leading in national advertising are as follows:

	Agate Lines
CHICAGO TRIBUNE 8	,077,725
New York Times	
New York Herald Tribune	5,652,444
Boston Herald	5,519,066
Detroit News	5,198,004
Newark News	5,041,145
Milwaukee Journal	4,897,542
Philadelphia Bulletin	
Philadelphia Public Ledger	
Cleveland Plain Dealer	
COLUMN TO THE RESERVE AND ARCHARACT	

(Figures from Editor and Publisher)

The Chicago Tribune printed during 1926 the largest volume of national advertising ever carried by any American newspaper.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER